



Koneru Lakshmaiah Education Foundation

(Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

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KLEF Center for Distance & Online Education (CDOE)

Program: MBA (Digital Marketing)

22MB61K1O- Search Engine Optimisation

Semester: 3

Home Assignment

Attempt one question from each CO. All questions carry equal marks. (Total Marks: 40)

CO1

1. What are the core principles of SEO and how do keywords, on-page, and off-page factors affect rankings?

OR

2. How would you evaluate a website's SEO health and recommend improvements for meta tags, structure, and content?

CO2

3. How would you perform keyword research for a competitive online business, focusing on primary and long-tail keywords?

OR

4. What are the pros and cons of PPC advertising compared to other methods, and how would you plan a PPC campaign?

CO3

5. How would you assess and improve a website's on-page SEO like title tags, meta descriptions, and mobile optimization?

OR

6. How do backlink building and social media strategies impact SEO, and how would you apply them?

CO4

7. What local SEO strategies would you use to enhance a brick-and-mortar business's visibility?

OR

8. How would you assess a website's backlink profile and suggest link-building strategies, addressing challenges and ethics?
