U	Topics	BOOK
I	**Basics of Search Engine**	**The Art of SEO (chp2, 3)**
	Determining SEO Objective and Finding Your Site's Audience	**The Art of SEO (Chp 4)**
II	**Search Engine Optimization**	**The Art of SEO**
	Getting started SEO	**The Art of SEO**
III	**Introduction to Web Analytics**	**Web Analytics- chp 2**
IV	**Web Analytics Working & Google Analytics**	**Web Analytics CHP3**
	Web Analytics Working	**Web Analytics SLIDES**
	Interacting with Data in Google Analytics	**Web Analytics SLIDES**
V	**Clickstream and Qualitative Analysis**	**Web Analytics / Hour a Day CHP2,3,4.**
	Measuring Success, Actionable Outcome KPIs	**Slides / Hour a day**

UNIT 1

1. Explain Algorithm based Ranking System. Crawling, indexing and Ranking in brief.

ANS:

A ranking-based system used in search engines and recommendation systems, involves several Key components: indexing, crawling, and ranking.

Crawling:

Crawling is the process of systematically browsing the web to discover and collect information From web pages. Search engine crawlers, also known as web spiders or bots, traverse the Internet by following links from one web page to another.

Seed URLs: The process begins with a set of seed URLs, typically a list of well-known websites Or a manually curated list.

Fetching: The crawler fetches the content of a web page by sending HTTP requests to the Server hosting the page.

Parsing: Once the content is retrieved, the crawler parses the HTML to extract relevant Information such as text, links, and metadata.

Link Extraction: Links within the page are extracted, and if they lead to new, unvisited pages, those pages are added to a queue for crawling.

Recursion: The process is recursive, meaning it continues until the crawler reaches a Predetermined limit, exhausts the queue, or follows a specific set of rules.

Indexing:

Indexing involves organizing the crawled content into a searchable database or index. The goal is to create a data structure that allows for fast retrieval of relevant information when a user performs a search.

Document Parsing: The information gathered while exploring web pages during crawling is organized and transformed into structured documents, often in the form of a reverse index. Each document represents a web page and Contains key information like the page's title, URL, and the words it contains.

Tokenization: The text within documents is tokenized, meaning it's broken down into individual Words or phrases, known as tokens.

Inverted Index: An inverted index is created, which maps tokens to the documents in which they Appear. This allows for efficient lookup of documents containing specific keywords.

Metadata Storage: Metadata such as page freshness, importance, and other attributes may be Stored alongside the documents in the index.

Ranking:

Ranking is the process of determining the relevance of documents to a user's query and ordering Them accordingly. This is typically achieved using complex algorithms, and different search Engines may employ various ranking factors.

Query Processing: When a user enters a query, the search engine parses the query and Identifies relevant keywords or phrases.

Scoring: Each document in the index is assigned a relevance score based on factors like Keyword frequency, document quality, and other proprietary criteria.

Ranking Algorithms: Various ranking algorithms like TF-IDF (Term Frequency-Inverse Document Frequency), PageRank, and machine learning models (e.g., neural networks) may be Used to calculate these scores.

Sorting: The documents are then sorted by their relevance scores in descending order, with the Most relevant documents displayed at the top of the search results.

Presentation: The ranked results are presented to the user through a user interface, often as a List of links with titles and snippets.

2. what are the different search queries and their categories and characteristics

Ans:

A user inserts a specified collection of words or phrases into a search engine to find information on the internet. This is known as a Search query.

Navigational Queries:

Definition:

A search query made with the goal of discovering a specific website or pages is referred To as a navigational query. Instead of putting the URL into a browser's navigation bar or Using a bookmark, a user might input "YouTube" into Google's search box to locate the YouTube website. In actuality, the top two Google searches are both navigational: "Facebook" and "YouTube."

Informational Queries:

Definition:

Informational search queries are queries that cover broad topics. When someone conducts an informational search query, they're looking for answers to a question. This search query type is known as the "Know" search query because people are looking for helpful information.

Characteristics: Usually start with words like "what," "how," "when," "where," "why," etc. Users are looking for answers, explanations, tutorials, definitions, facts, etc.

Example: "What is Python?"

Transactional Queries

Definition:

A transactional search query is a query that indicates an intent to complete a transaction, such as making a purchase. Transactional search queries may include exact brand and product names or be generic or actually include terms like "buy," "purchase," or "order.

Characteristics: Include phrases like "buy," "download," "subscribe," "sign up," etc. Users are ready to take action.

Example : "Download antivirus software"

3. Explain Briefly about Google's Knowledge Graph ? Explain how it works.

Ans:

1. The Google Knowledge Graph is an enormous database of information. It enables Google to provide immediate and factual answers to search queries about real-world topics.
2. These topics—also known as entities—may be people, organizations, places, events, things, animals, foods, abstract notions, concepts, etc.
3. If you've ever googled something and received a useful answer without having to make another click, you likely have Google's Knowledge Graph to thank.
4. This search doesn't provide just standard search results with links to other websites. Instead, it shows a summary of the basic information about the author, his books, and other relevant media. All of this is part of Google's Knowledge Graph.
5. Google introduced the Knowledge Graph in 2012, with the slogan "things, not strings."
6. Google's goal is to understand the meaning behind "real-world entities and their relationships to one another." As opposed to just showing results based on the strings of words used in the search query.
7. Google's Knowledge Graph contains two basic types of data:

1. Entities: Real-world topics like J. R. R. Tolkien, book, "The Lord of the Rings", South Africa, or the year 1892

2. Relationships: How different entities connect to each other. For example, J. R. R. Tolkien is the author of the book named "The Lord of the Rings." Tolkien was born in South Africa in 1892.

8. The Knowledge Graph gives users speedy and clear answers to their questions.
9. This means no more clicking through website pages full of text to find a straight answer. Or typing endlessly into the Google search bar to ensure Google understands your question.

4. Explain any six advanced google search operators.

Ans:

i)Google search operators are special commands and characters that extend the capabilities of standard text searches. To use a search operator, simply enter it directly into the Google search box (in the same manner you would if you were doing a text search)

ii)Google supports a number of advanced search operators that you can use to help diagnose SEO issues. Following Table gives a brief overview of the queries, how you can use them for SEO purposes, and examples of usage.

1. Site Operator (site:):

Description: Limits search results to a specific website or domain.

SEO Application: Useful for checking indexed pages, finding duplicate content, or analyzing a competitor's site.

Example: site:example.com will return all pages indexed from the domain example.com.

2. Inurl Operator (inurl:):

Description: Searches for a specific keyword or phrase within the URL of web pages.

SEO Application: Find web pages having your keyword in a file path .

Example: inurl:seo-tips will return pages with "seo-tips" in the URL.

3. Intitle Operator (intitle:):

Description: Searches for a specific keyword or phrase within the title tag of web pages.

SEO Application: Find a web page having your keyword in the page title.

Example: intitle:"best SEO practices" will return pages with "best SEO practices" in the title.

4. **Link Operator (link:):**

Description: Shows web pages that link to a specific URL.

SEO Application: Useful for backlink analysis and identifying who is linking to your site.

Example: link:example.com will show pages that link to example.com.

5. **Related Operator (related:):**

Description: Finds websites related to a specific URL or domain.

SEO Application: Useful for finding websites similar to your own or identifying potential competitors.

Example: related:wikipedia.org will return sites related to Wikipedia.

6. **Cache Operator (cache:):**

Description: Displays the cached version of a specific webpage as stored by Google.

SEO Application: Google's text version of the page works the same way as seo browser.

Example: cache:example.com/page will show the cached version of the specified webpage.

7. **Intext Operator (intext:):**

Description: Searches for a specific keyword or phrase within the body text of web pages.

SEO Application: Useful for finding pages that contain specific keywords or phrases within their content(inside main body text).

Example: intext:"content marketing tips" will return pages that have "content marketing tips" within their main body text.

Operator	Short description	SEO application	Examples
(site:)—Domain-restricted search	Narrows a search to (a) specific domain(s)/directories	Shows approximately how many URLs are Indexed by GoogleFrom a Directory Includes all Subdomains Shows sites of a specific top-level domain (TLD)	site:www.google.com site:mit.edu/research/ site:google.com
(inurl:)/(allinurl:)—URL keyword restricted search	Narrows the results to documents containing (a) search term(s) in the URLs	Find web pages having your keyword in a file path	Inurl:seo inurl:company = allinurl:seo company
(intext:)—Body text keyword restricted search	Restricts the results to documents containing (a) search term(s) in the body text of a page	Find pages containing the most relevant/most optimized body text	intext:seo
(related:)—Similar URLs search	Shows related pages by finding pages linking to the site and looking at what else they tend to link to (i.e."co-citation"); usually 25 to 31 results are shown.	Evaluate how relevant the site's "neighbors" are	Compare: related:www.searchengineland and related:www.alchemistmedia.
(cache:)—See what the page looked like when Google crawled it	Shows Google's saved copy of the page	Google's text version of the page works the same way as SEO Browser	cache:www.stonetemple.com

(intitle:)/(allintitle:)—Title keyword restricted search	Restricts the results to documents containing (a) search term(s) in a page title	Find web pages using your keyword in a page title	intitle:seo intitle:company = allintitle:seo company

5. Explain the strategic goal SEO practitioners can fulfill.

SEO practitioners aim to fulfill several strategic goals to improve a website's visibility and performance on search engines like Google. Here are the key goals in a simple and straightforward manner:

1. Increase Organic Traffic: The primary goal of SEO is to bring more visitors to a website through organic (non-paid) search results.

2. Improve Search Engine Ranking: SEO practitioners work to boost a website's position in search engine results pages (SERPs) for specific keywords or phrases.

3. Enhance User Experience: SEO involves optimizing a website's structure and content to make it more user-friendly and engaging.

4. Build Credibility and Trust: By appearing high in search results, a website gains credibility and trust from users who perceive top-ranking sites as more reliable.

5. Keyword Optimization: SEO experts target relevant keywords to attract the right audience and ensure that the website's content matches user search intent.

6. Content Quality: High-quality, informative content not only attracts visitors but also keeps them engaged and encourages them to return.

7. Mobile Optimization: Ensuring that a website is mobile-friendly is crucial since many users access the internet via smartphones.

8. Page Speed Optimization: Faster-loading pages improve user experience and can positively impact search rankings.

9. Link Building: Building quality backlinks from other reputable websites helps boost a site's authority and visibility.

10. Local SEO: For businesses with physical locations, local SEO strategies help target local customers effectively.

11. Analytics and Measurement: Regularly tracking and analyzing SEO performance helps in making data-driven improvements.

12. Conversion Rate Optimization (CRO): Beyond traffic, SEO aims to increase the percentage of visitors who take desired actions, such as making a purchase or filling out a contact form.

 13. Competitive Analysis: Understanding what competitors are doing in the SEO space can inform strategies to stay ahead.

 14. Adaptation to Algorithm Changes: SEO practitioners must stay updated with search engine algorithm changes and adapt their strategies accordingly.

15. Long-Term Sustainability: SEO aims to create sustainable, long-term results rather than short-term gains.

6. Explain Country Specific Search Engines.How to do Optimization for Specific Countries.

Ans:

Following Are the Country Specific Search Engines

China : China Internet Watch reported in September 2014 that Baidu had about 70% market share. This is significant because China has the largest Internet usage in the world, with 618 million users in 2010 according to China Internet Network Information Center.

Russia : According to figures reported by Yandex, the company's market share in Russia comprised about 62% of all searches in April 2014.13

South Korea : Naver was estimated to have about 70% market share in South Korea in March 2014.

Czech Republic In January 2014, the Startup Yard blog reported that Seznam had more than 60% market share in the Czech Republic

Optimizing for Specific Countries:

i)Owning the proper domain extension (e.g., .com.au, .uk, .fr, .de, .nl) for the country that your business is targeting

ii)Hosting your website in the country you are targeting (with a country-specific IP address) iii)Registering with local search engines: — Google My Business — Yahoo! Small Business — Bing Places

iv)Having other sites from the same country link to you

v)Using the native language on the site (an absolute requirement for usability).

vi)Helping Google serve the correct language or regional URL in the search results by adding the hreflang attribute

Vii)Placing your relevant local address data on major pages of the site Viii)Setting your geographic target in Google Search Console (you can read more about this at http://bit.ly/country_targeting); note that Google does not really need.

7. What are the factors to be taken into consideration in seo for lead generation and direct marketing.(added this answer in last page)

SEO for lead generation and direct marketing involves optimizing your online presence to attract potential customers directly to your products or services. This includes keyword research and content optimization to rank higher in search results, enhancing website user experience, using call-to-action strategies, and creating targeted landing pages.The goal is to organically attract and convert visitors into leads or customers, bypassing intermediaries and fostering direct relationships with your target audience.

1. Keyword Research-Conduct thorough keyword research to identify the most relevant and high-converting keywords for your target audience.

2. Content Optimization-Optimize website content by including strategically selected keywords related to your products or services.

3. Semantic Connectivity-Leverage semantic connectivity measurement tools to understand how words and phrases are related, helping you create content that resonates with your audience

4. Text Relationships-Analyze the relationships of text on high-ranking sites to identify opportunities for creating content that complements and competes effectively.

5. Themed Links-Seek out and build relationships with websites that provide relevant themed links, as these can boost your website's authority and visibility.

6. Proximity Searches-Understand how proximity searches work and use them to ensure your content appears in search results for specific keyword phrases.

7. Fuzzy Logic-Consider the use of fuzzy logic to accommodate potential misspellings or variations in search queries, improving the chances of your content being found.

8. IR Models and Technology- Stay up-to-date with search engine technology advancements, like Google's "Hummingbird," to adapt your SEO strategies and take advantage of new capabilities for recognizing and utilizing semantic relationships. These factors can play a crucial role in optimizing website for lead generation and direct marketing, ultimately helping you attract and convert potential customers effectively

SWOT:
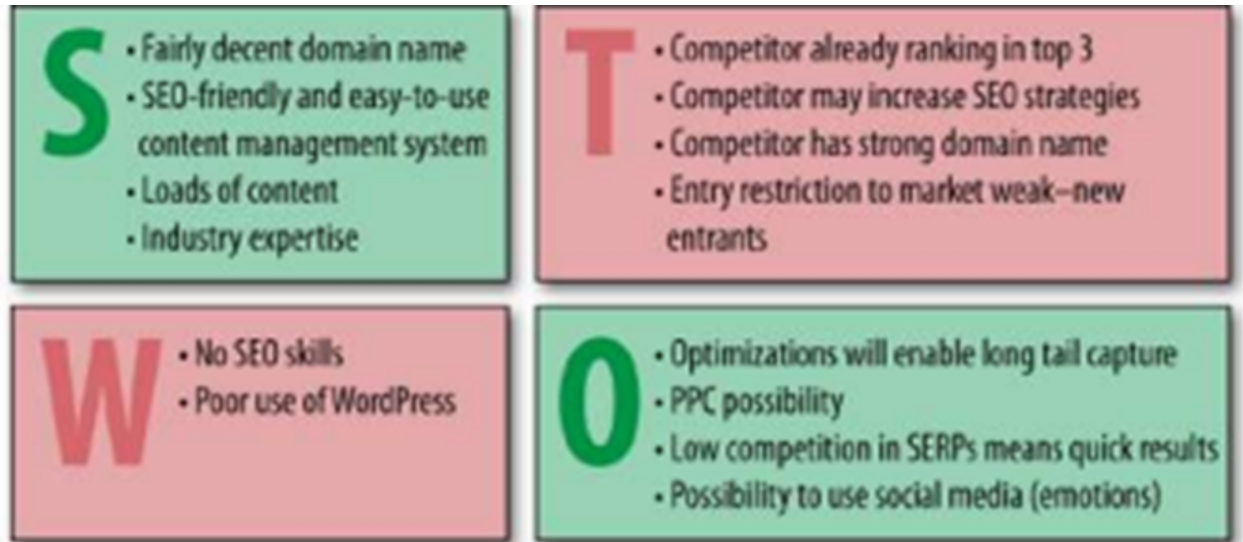
Strengths (S):

- Strengths in SEO refer to the positive aspects of your current SEO strategy and website. These could include factors like high-quality content, a well-structured website, strong backlinks, and good rankings for certain keywords.
- When conducting a SWOT analysis, you should identify what you're doing well in terms of SEO and leverage these strengths to improve your overall strategy.

Weaknesses (W):

- Weaknesses are areas in which your SEO strategy and website can be improved. These might include slow page loading times, outdated content, technical issues, or poor keyword targeting.
- Identifying weaknesses is crucial because it helps you pinpoint areas that need attention and improvement.

Opportunity:

1. **Capture Long-Tail Keywords:**
- Using SEO, target specific, less competitive keywords to attract niche audiences for potential growth.
2. **Consider PPC Advertising:**
- Explore pay-per-click (PPC) ads alongside SEO for immediate visibility and targeted traffic.
3. **Quick Wins in Low-Competition SERPs:**

- Take advantage of less competition in search results for faster SEO success and visibility.

4. **Utilize Emotional Appeal on Social Media:**

Leverage social media to connect with your audience emotionally, build loyalty, and enhance online presence.

Threats (T):

1. **Competitor Already Ranking in Top 3:**The presence of a competitor already ranking in the top 3 search results can be a threat, as it may reduce your visibility and click-through rates for key keywords.
2. **Competitor May Increase SEO Strategies:**If a competitor decides to ramp up their SEO efforts, it poses a threat as they could potentially outrank you and gain a larger share of organic traffic.
3. **Competitor Has Strong Domain Name:** A competitor with a strong and well-established domain name may have an advantage in search rankings.

SMART: (added this answer in last page)

Specific objectives are important. It is easy to get caught up in the details of the plan and lose sight of the broader site objectives. You may think you want to rank #1 for this phrase or that, but in reality what you want is more granular than that: more leads, more page views, more customers

Measurable objectives are essential if you are to manage the performance in meeting them—you can't manage what you can't measure. SEO practitioners have to help their clients or organizations come to grips with analytics, and not just the analytics software, but the actual processes

Achievable objectives are ones that can be accomplished with the available resources. You could decide to put a man on Mars next year, for example, but it is just too big an undertaking to be feasible. You can be ambitious, but it is important to pick goals that can be met. You cannot possibly sell to more people than exist in your market.

Realistic objectives are about context and resources. It may be perfectly achievable to meet a certain objective, but only with greater resources than may be presently avail[1]able. Even a top ranking on the most competitive terms around is achievable for a rel[1]evant product, but it is a realistic goal only if the resources required for such an effort are available

Timelined objectives are the final part of the SMART methodology. If there is no time[1]line, no project can ever fail, because it can't run out of time. SEO generally tends to take longer to implement and gather momentum than a paid search advertising cam[1]paign. It is important that you set milestones and deadlines so that you can manage expectations and course-correct.

Unit 2:

1. Explain the issues to be addressed when making technology decisions in SEO strategy(v(X))

The technology choices you make at the outset of developing your site and publishing your content can make or break your SEO efforts—and it is best to make the right choices in the beginning to save yourself head[1]aches down the road.

The following is an outline of the most important issues to address at the outset

Dynamic URLs - Dynamic URLs are URLs for dynamic web pages (which have content generated "on the fly" by user requests). These URLs are generated in real time as the result of specific queries to a site's database

Session IDs or user IDs in the URL It used to be very common for a CMS to track individual users surfing a site by adding a tracking code to the end of the URL. Although this worked well for this purpose, it was not good for search engines, because they saw each URL as a dif[1]ferent page rather than a variant of the same page. Make sure your CMS does not ever serve up session IDs.

Superfluous parameters in the URL Related to the preceding two items is the notion of extra characters being present in the URL. This may bother search engines, and it interferes with the user experi[1]ence for your site.

Links or content based in Flash Search engines often cannot see links and content implemented with Flash tech[1]nology. Have a plan to expose your links and content in simple HTML text, and be aware of Flash's limitations.

Content behind forms (including pull-down lists) Making content accessible only after the user has completed a form (such as a login) or made a selection from an improperly implemented pull-down list is a great way to hide content from the search engines. Do not use these techniques unless you want to hide your content!

Temporary (302) redirects This is also a common problem in web server platforms and content management systems. The 302 redirect blocks a search engine from recognizing that you have permanently moved the content, and it can be very problematic for SEO, as

302 redirects block the passing of PageRank. Make sure the default redirect your sys[1]tems use is a 301, or learn how to configure it so that it becomes the default.

2. **Explain factors considered for structural Decision making in SEO strategy.(V(X))**

Ans: Structural Decisions are One of the most basic decisions to make about a website concerns internal linking and navigational structures, which are generally mapped out in a site architecture document.

Following are the factors for Structural Decision making in SEO strategy.

1. Target keywords

i) keyword research is a critical component of SEO.

ii) Ultimately, the logical structure of your pages should match up with the way users think about products and services like yours.

2. Cross-link relevant content

i) Linking between articles that cover related material can be very powerful.

ii) It helps the search engine ascertain with greater confidence how relevant a web page is to a particular topic.

3. Use anchor text

i) Anchor text is one of the golden opportunities of internal linking.

ii) As an SEO practitioner, you need to have in your plan from the very beginning a way to use keyword-rich anchor text in your internal links.

iii) Avoid using text such as "More" or "Click here," and make sure the technical and creative teams understand this.

4. Use breadcrumb navigation

i) Breadcrumb navigation is a way to show the user where he is in the navigation hierarchy.

ii) Also, note how the anchor text in the breadcrumb is keyword-rich, as is the menu navigation on the left. This is helpful to both users and search engines.

5. Minimize link depth

i) Search engines (and users) look to the site architecture for clues as to what pages are most important.

ii) Standard SEO advice is to keep the site architecture as flat as possible, to minimize clicks from the home page to important content.

#. Explain briefly on elements of an Audit on Existing site to identify SEO problems.

Ans -

Auditing an existing website to identify SEO problems involves a comprehensive review of various elements to ensure the site is optimized for search engines. Here are the key elements to consider during an SEO audit:

Page Load Time: Ensure pages load quickly to prevent negative impacts on user experience and search engine ranking.

Mobile-Friendliness: Verify that the site is mobile-friendly, as this is crucial for mobile search rankings.

Accessibility/Spider-ability: Ensure the site is easily crawlable by search engine spiders.

Keyword Health Checks: Assess keyword targeting, keyword cannibalization, and alignment with user search behavior.

Duplicate Content Checks: Identify and resolve duplicate content issues, including canonicalization and URL parameters.

URL Structure: Check for clean, descriptive URLs that are user-friendly and easy for search engines to understand.

HTML Title Tags: Ensure each page has a unique, descriptive title tag within character limits.

Content Review: Evaluate the quantity and quality of content on important pages, and use header tags effectively.

Meta Tag Review: Check for meta robots tags and unique meta descriptions on each page.

Sitemaps and Robots.txt: Verify the correctness of the sitemap and robots.txt files for search engine accessibility.

URL Redirect Checks: Ensure proper redirects are in place, including canonical redirects.

Image Alt Attributes: Ensure images have descriptive alt attributes and filenames for search engine understanding.

Code Quality: Check for code validation and quality to avoid technical issues that can affect SEO.

3. **Write a short note on Keyword Cannibalization.**

    Ans -

    Keyword cannibalization refers to the situation where multiple pages of a website compete against each other in search engine results for the same keyword or phrase. This can lead to confusion for search engines and can be harml to a website's SEO efforts.

    This can lead to problems like :

    ● **Conflicting Signals:** When multiple pages target the same keyword, search engines may have difficulty determining which page to rank for that keyword. This can result in lower rankings for all pages involved.

    ● **Reduced Authority:**Keyword cannibalization spreads a website's authority across multiple pages instead of concentrating it on one. This can make it harder for any of those pages to rank well.

    ● **User Confusion:** Keyword cannibalization can confuse users who land on different pages with similar content. They may not know which page to click on, potentially leading to a high bounce rate.

     ● **Content Quality:** Sometimes, multiple pages targeting the same keyword may have lower-quality content since the focus is split. Combining the content into a single, comprehensive page can improve its quality and relevance.

     To address keyword cannibalization, SEO professionals often perform keyword research and audits to identify overlapping content. Then, they can consolidate or redirect pages, reoptimize content, and create a clear hierarchy to ensure that the most important page ranks well for the target keyword.

4. Write a short note on Backlinks.

Ans :

1. Backlinks (also known as "inbound links", "incoming links" or "one way links") are links from one website to a page on another website through an anchor text.

2. Backlinks are basically votes from other websites thus indicating relevance, quality, and authority to the web page.

3. Pages with a high number of relevant backlinks tend to have high organic search engine rankings.

4. Each of these votes tells search engines: "This content is valuable, credible and useful".

5. So the more of these "votes" you have, the higher your site will rank in Google and other search engines.

6. If you want to rank higher in the SERPs, focus on quality backlinks.

7. A single-quality backlink can be more powerful than 1,000 low-quality backlinks.

8. As it turns out, high-quality backlinks tend to share the same key traits.

Trait #1: They Come From Trusted, Authoritative Websites

Trait #2: They Include Your Target Keyword In The Link's Anchor Text

Trait #3: The Site (and Page) Linking to You Is Topically Related To Your Site

Trait #4: The Link Is a "Dofollow" Link

Trait #5: The Link Is From a Domain That Hasn't Linked to You Before

5. What is Link Juice?

1. Link juice is the term used in the SEO world to refer to the value or equity passed from one page or site to another. This value is passed through hyperlinks. Search engines see links as votes by other websites that your page is valuable and worth promoting.
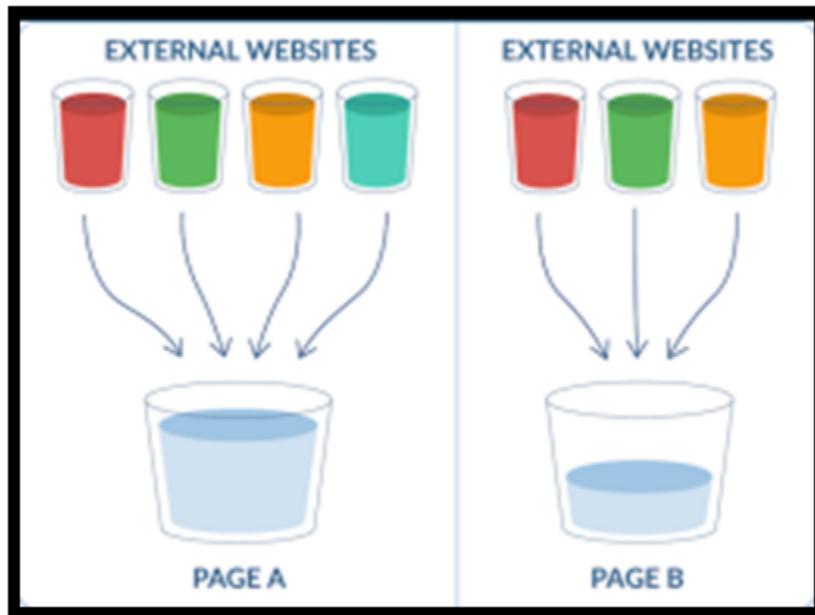
2. Link juice comes from:

 ● Pages that have content relevant to your site.

 ● Pages that have a high PageRank.

 ● Pages that have relatively few outbound links.

 ● Pages that contain quality content.

 ● Pages that appear high in SERPs.

 ● Pages that have user-generated content.

 ● Pages that are popular with social media audiences, i.e. they are mentioned often in social media.

3. How Pages Get More Link Juice:

To start with internal linking, first, find keywords related to your content. Then, list those keywords. Next, check your website for pages that already have those keywords, and link them to the most important pages to boost their value for SEO.

● **SEO Review Tools**: This is a robust tool that finds both domain and page authority for a URL. It will also tell you the total number of external links pointing at your page.

● **Small SEO Tools:** A free tool that scores domain and page authority of submitted URLs out of 100.

● **Open Site Explorer:** This is a free tool by SEOmoz. You can get Moz 's Domain Authority, Page Authority and inbound links for your page.

6.   **Explain PPC and CPC.(Explain SEM)**

ANSWER**:**

1. **PPC, or pay-per-click**, is an advertising strategy where buyers pay a platform's host when their ads are clicked. The goal of PPC ads is to bring people to the advertiser's website or app , where they can perform useful activities like making a purchase.
2. PPC advertisements can be text, graphics, videos, or a combination of these and can appear on websites, social media platforms, and search engines. Search engine marketing (SEM) is a technique that helps businesses rank higher in search engine traffic by enhancing how their content is listed by search engines.
3. SEM allows advertisers to compete for ad placement in sponsored links of a search engine, similar to SEO.
4. Before buying ad space on search engine results pages (SERPs), search engine marketers find keywords that lots of people search for. In these PPC campaigns, advertisers pay the search engine provider every time someone clicks on their ad.

● **Cost-per-click (CPC)** is the amount that an advertiser pays for each click on your ad. CPC acts as bid in an auction that determines where your ad will be placed.

● We can set our CPC at the maximum price where we are willing to pay per click on our ad. Factors that plays an important role :-

1. Determine Your Advertising Budget: Decide how much you're willing to spend on your advertising campaign.

2. Set Your Advertising Goals: Define your advertising objectives, such as increasing website traffic, generating leads, or driving sales.(Determine what you want to achieve with your advertising efforts, whether it's boosting website traffic, capturing leads, or increasing sales.)

3. Keyword Research: Identify relevant keywords related to your product or service that your potential customers might use in search engines. What you actually pay is determined by the following formula:

(Competitor's Ad Rank / Your Quality Score) + 0.01 = Actual CPC

Ad Rank: This determines where your ad appears on a search engine results page and is calculated by Maximum Bid x Quality Score.

Quality Score: This is the score that search engines give to your ad based on your clickthrough rate (CTR),relevance of your keywords, the quality of your landing page, and your past performance on the SERP — measured against the average CTR of ads in that position.

Maximum Bid: This is the maximum you're willing to pay per click on your ad.

The AdWords Auction: Max Bid, Quality Score, and Ad Rank all affect CPC
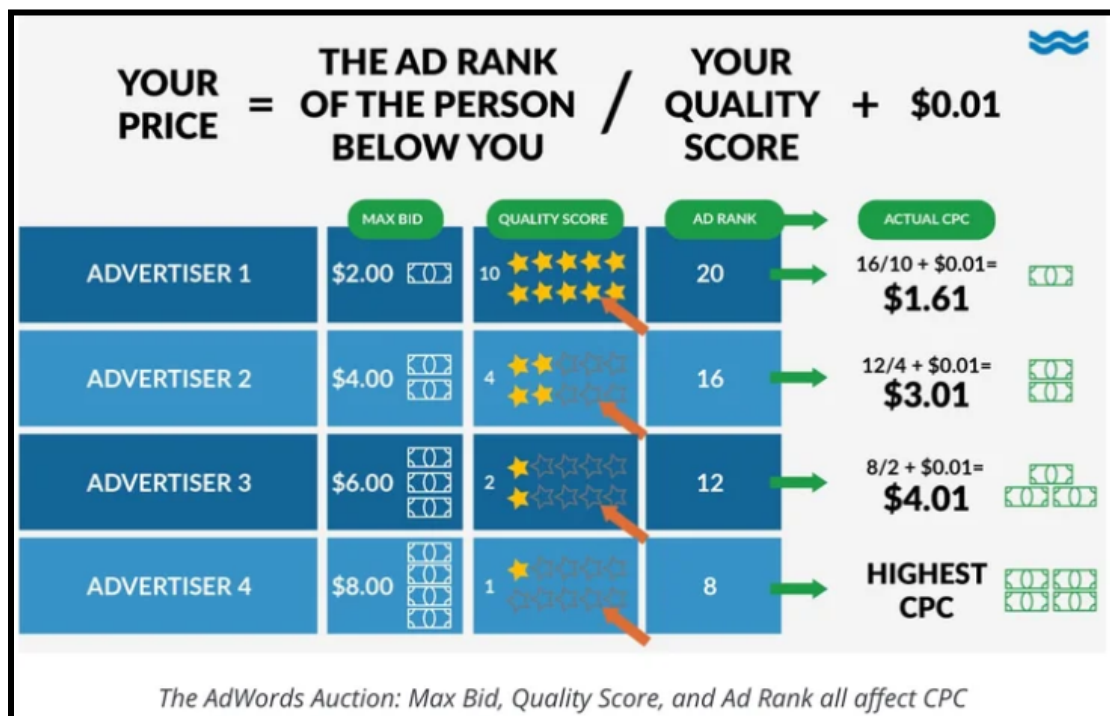
7.   Define Action Tracking Cycle. What are the different types of action that can track based on site type.

1. Basic analytics are improved upon by action tracking.

2. Action tracking enables you to identify distinct groups of users based on the activities they perform on your website rather than just counting the number of unique sessions and pages they visit.

3. The majority of the time, this calls for creating a code in your analytics program and adding it to a button, page load, image rollover, or other JavaScript-trackable task (a click or hover).

4. The types of actions we can track it depends upon your business or site structure.

5. Here are some suggestions as segmented by site type.

A. E-commerce site:

❖ Add to Cart button-

● According to studies, customers who "add to cart" are more likely to make another purchase even if they do not finish the checkout process.

● This method helps track how often people leave their shopping carts without buying and allows us to make changes to improve the process.

❖ Save to wish list-

● E-commerce sites offering wish lists are still in the minority, but wish lists are a great way to track interest that isn't quite a purchase.

B. B2B site:

❖ Contact form submission-

● Filling out a contact form can be even more valuable than newsletter subscription, in some cases.

● Though some of these forms will report support issues, many may contain questions about your products/services and will indicate a desire to open a sales conversation.

❖ Email link-

● The best thing you can do is clearly label sales emails and track them separately from support or business issues.

C. Blog:

❖ Subscribe to RSS feed-

● A blog's equivalent of a conversion is an RSS feed subscriber, thus keeping track of these is crucial.

❖ Add comment-

● Anyone who is contributing content to the blog or participating should be paid attention.

Unit 3

1. WHAT IS WEB ANALYTICS?

Web analytics is a way of learning how users interact with websites and mobile apps by automatically recording aspects of users' behavior and then combining and transforming the behavior into data that can be analyzed. Web analytics is a crucial aspect of understanding user behavior on websites and mobile apps. Here are some key points to explain what web analytics is, with additional insights:

1. **Data Collection:** Web analytics involves the automatic recording of various aspects of user behavior on websites and mobile apps. This data collection process occurs in the background without requiring users to actively provide information.
2. **User Interaction:** It primarily focuses on how users interact with digital platforms, including what pages they visit, when they access them, and the sequence in which they navigate through the content.
3. **Behavior Analysis:** The collected data is transformed into meaningful information that can be analyzed. This analysis helps in gaining insights into user behavior patterns, preferences, and trends.
4. **Scale of Data:** Web analytics handles vast amounts of data from website and app interactions.
5. **User Journey:** Web analytics tools create a narrative of how each user moves through a website or app, mapping out their journey. This includes entry points, page views, and exit points, offering a comprehensive view of user engagement.
6. **Traffic Sources:** It also records how users arrive at a website, whether through search engine queries, referral links from other sites, or direct navigation.
7. **Technical Details:** Web analytics tools capture technical information about users, such as their web browser, screen resolution, and device type. This data can be valuable for optimizing the user experience.

8. Customization: With the right tools and the addition of specific tracking codes, virtually any user action on a website or app can be recorded, combined with other data sets, and subjected to in-depth analysis.
9. Performance Evaluation: Web analytics is essential for evaluating the performance of digital assets. It helps in identifying strengths, weaknesses, and areas for improvement in websites and apps.
10. Data-Driven Decision Making: Businesses and organizations use web analytics insights to make informed decisions. This can include optimizing content, enhancing user interfaces, and refining marketing strategies to better serve their audience.
11. Continuous Improvement: Web analytics is an ongoing process. Regularly monitoring user behavior and making data-driven adjustments is key to staying competitive and meeting user expectations in the ever-evolving digital landscape.

2. The importance of Web analytics.

Ans: Here are some justifications for why web analytics are crucial:

a.   Understand your website visitors.

Web analytics solutions provide important information about your site visitors, such as the average time spent on page and whether they are new or returning visitors.

b.   Analyze website conversion.

Real purchases, subscribing to your email, or completing a contact form on your website are all examples of conversions. Web analytics can tell you the number of conversions and how much money you made from them.

c.   Boots your Search Engine Optimization (SEO).

Conversions include things like actual transactions, email sign-ups, and online contact forms being filled out. Web analytics may show you the total number of conversions, the revenue you generated from them, the percentage of website sessions that each conversion accounted for, and the number of cart abandonments.

Improves your site's search engine optimization (SEO) by tracking conversions and user behavior.

d.   Understand and Optimize referral sources.

 Identifies top referral sources, enabling you to focus on channels that bring the most traffic. For example, if Instagram drives 80% of your traffic, you'll know where to invest in marketing.

3. **Process of Web analytics**

   Ans:

   1. **Setting goals.** The first step in the web analytics process is for businesses to determine goals and the end results they are trying to achieve.

   2. **Collecting data.** The second step in web analytics is the collection and storage of data. Businesses can collect data directly from a website or web analytics tool, such as Google Analytics. The data mainly comes from Hypertext Transfer Protocol requests.

   3. **Processing data.** The next stage of web analytics is that The collected data is organized and transformed into useful information.

   4. **Identifying key performance indicators (KPIs).** In web analytics, A Key Performance Indicators (KPIs) are used to track and analyze user behavior, such as bounce rates, unique users, user sessions and on-site search queries.

   5. **Developing a strategy.** This stage involves implementing insights to formulate strategies that align with an organization's goals. For example, search queries conducted on-site can help an organization develop a content strategy based on what users are searching for on its website.

   6. **Experimenting and testing.** Businesses need to experiment with different strategies in order to find the one that yields the best results. For example, A/B testing is a simple strategy to understand how an audience responds to different content.

4 . Key metrics for User Experience in Web Analytics.

Ans:

1. Page Views: Page views measure the number of times a page on your website is seen by a visitor.

2. Average Time on Page : Average time on page measures how long visitors spend on a web page on average.

3. Average Session Duration : Average session duration measures how long visitors spend per session on average. A session is a group of interactions with your site within a set period, typically one to two hours.

4. Pages per Session : Pages per session is a calculation of the average number of pages a user views in each session.

5. Bounce Rate : Bounce rate is the percentage of visitors who load one page on your website, then leave without interacting with the page or visiting any other pages. Instead, they "bounce" off of your website and go elsewhere.

6. Traffic Sources : Traffic sources measure where your website traffic is coming from. While the amount and types of traffic sources vary by analytics tool, some common ones are:

- **Direct**:
- **Organic search**.
- **Paid search**:
- **Referrals**
- **Email**:

7. Social Referrals : Social referrals are referral traffic that comes from paid or organic social media.

8. New Visitor Sessions : New visitor sessions measure the number of times a new unique user visits your site during a specific timeframe. If a user initiates more than one session during that time, they're still counted as the same visitor.

9. Returning Visitor Sessions : Returning (or repeat) visitors are users who visit your site more than once during a specific time frame.

10. Device Type

Device Type measures the types of devices users visit your website with during a set period of time. This metric usually includes:

- Device types (such as macOS mobile or Android tablet)
- Number of visitors
- Percentage of visitors per device

11. Conversion Rate : Conversion rate (also called CVR) is the number of visitors who convert on your website. A conversion could be a completed web form, content downloads, trial sign-ups, or completed purchases.

12. Exit Rate : Exit rate is the average percentage of website visitors who exit from pages on your site.

13. Top Pages : Top pages are the highest-value pages on your site. This term often refers to website pages with the most page views or conversions.

14. Top Exit Pages

An exit page is the last page a visitor sees before leaving your site.

15. Revenue Attribution

Revenue attribution tracks site visitors from when they first land on a website to the point of purchase.

It tracks marketing, sales, and other activities until that user generates revenue. It also tracks how much income that user produces.

16. Event Tracking

Events are actions that users take on your site, like downloading a resource, clicking a link, submitting a form, and playing a video.

5. **Explain Model Analysis for Web analytics.(v(X))**

Ans:

a. **Unfocused and Unstructured Exploration:**

- ○ This approach involves casually exploring data without a specific goal.

2. **Structured Inquiry for Specific Answers:**

- ○ This approach involves seeking precise answers to specific questions.

3. **Balanced Analysis in the Middle:**

- ○ Between the two extremes lies a balanced approach.

4. **Adaptation to Context:**

    ○ The choice of analysis approach should depend on the specific context and goals.

5. **Continuous Learning and Iteration:**

    ○ Web analytics is an evolving process.

6. **Consideration of Time Management:**

    ○ Caution is needed when engaging in unfocused exploration to avoid time wastage

6.   Collection of Data in Web Analytics.

Ans:

1. **Clickstream Data:**
● Records user clicks and interactions on a website.
● Helps analyze user navigation patterns and preferences.

2. **Web Logs**
● Web logs are the original form of web analytics. This is the data collected in the logs of your web server.
● It was originally used to analyze errors (yes error logs) and has been expanded and developed to track file calls and downloads.
● Every time a file on your web server is requested and delivered this is logged. So a typical page can include tens or even hundreds of calls depending on how a page is set up.

3. **Web Beacons**
● Web Beacons, originally used for dynamic graphics and tracking, are now widely used in email marketing to record email opens and website visits..

4. **Packet Sniffing**
● Packet Sniffing is probably the method that everyone skips or doesn't think about. Packet sniffing is more of a Network Administrator function, but it can be either a piece of hardware that sits between your server and the web or software installed on your web server.
● Typically used for network monitoring and security purposes.

5. **JavaScript Tags**
● Embeds JavaScript code into web pages to collect data on user actions and behaviors.
● Enables real-time tracking of user interactions and events on a website

6. **Competitive Data:**

- Involves analyzing data about competitors, including their website traffic and strategies.

- Helps businesses identify strengths and weaknesses in comparison to competitors.

7. **Search Engine Data:**

- Gathers information on how users find a website through search engines like Google.

- Includes data on search queries, click-through rates, and keyword rankings.

UNIT 4

1.   Explain Log file analysis and Page Tagging.

Ans:

Log files record which pages load when you visit a website and provide valuable data, but they can be challenging to use and deploy

1. **Data Source:**
    ○   Log file analysis relies on web server log files, which are automatically generated by web servers for every interaction with the website.
2. **Data Collection:**
    ○   Log files record all server transactions, regardless of whether the user's browser has JavaScript enabled. They capture every server request.
3. **JavaScript Dependency:**
    ○   Log file analysis does not depend on JavaScript in users' browsers, making it suitable for tracking all users, including those with JavaScript disabled.
4. **Completeness of Data:**
    ○   Log files may not record interactions when users access cached versions of pages, potentially resulting in incomplete data.
5. **Technical Complexity:**
    ○   Implementing log file analysis can be technically complex, requiring the setup and configuration of log analysis software.
6. **Data Volume:**
    ○   Log files can be large, especially for high-traffic websites, making data management and sharing challenging.
7. **Data Retention:**
    ○   Log files may be periodically purged or overwritten, limiting historical data retention.

Page tagging:

The page tagging method works by adding a small piece of JavaScript code to all of the pages on your website that you want to track .When a user's browser loads a page, it opens up the HTML file and starts interpreting the code. When it hits the JavaScript code, it will send the following data to a database:

■ What page just got loaded

■ When it was loaded.

■ Where the user just came from (in terms of search engine or a link from another website)

 ■ IP address ,Technical details like the user's browser, operating system, screen resolution, and colors

 It also puts a cookie on the user's computer that will let the analytics tool know whether it's already recorded data from that user.

Cookies A cookie is a piece of data that a website stores on users' computers. They are used to keep track of things

Accuracy The data you get from page tagging web analytics tools are not 100% accurate. The tools do, however, provide you with data that are good enough to work with, because they are internally consistent and the amount of error compared to the real amount of traffic is consistent.

While page tagging web analytics tools may not provide 100% accurate data, they offer data that's sufficiently reliable for practical use. The data is internally consistent, and the margin of error in relation to actual traffic remains consistent as well.

Accounts and Profiles

- The account is the repository of data
- A profile is the way the data are actually displayed to you.

2.   What are the Metrics and Dimensions for Web analytics Working?

Ans:

Metrics and dimensions are key concepts in web analytics. Metrics are numeric measurements of various aspects of users' behavior, like how long they spend viewing a page or how many times users viewed a page.

Dimensions are the categories that user data may be grouped into, such as what browser they used or what keyword they searched for.

Metrics :

Visits : A visit is a single time that a person comes to a website, clicks around and views some pages, and then leaves

Unique Visitors : (Metric) If a user starts a new session on a website, analytics counts that as a new visit. Unique visitors is a way of capturing how many individuals came to a website and whether they visit multiple times or just once.

Pages/Visit (Metric): The average number of pages viewed during a single visit. It's calculated by dividing the total pageviews by the total visits.

 Total Pageviews / Total Visits

Pageviews (Metric): The total number of pages viewed by visitors on your website, including repeated views of the same page.

Average Visit Duration : Average visit duration is the amount of time that a user spends on your website.

Bounce Rate (Metric): The percentage of visitors who leave your website after viewing only one page. A high bounce rate can indicate that visitors aren't finding what they're looking for.

A low bounce rate is generally a good thing.

% New Visits (Metric) : The percentage of visits from users who are visiting your website for the first time during a specified time frame. It helps assess how well you attract new visitors.

 (New Visits / Total Visits) * 100

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3.   What are the different types of Data to interact with in Google Analytics.

Ans:

Following the different types of Data to interact with in Google Analytics :

Plot Rows : You can select specific rows by checking the boxes next to them, and then by clicking the "Plot Rows" button, you can make the chart show data from only those selected rows, not all the data together.

Secondary Dimension By default, the table takes a single dimension, such as all the pages that users may view, and displays a row for each value. The Secondary Dimension button lets you add another dimension column to the table.

Sort Type By default, tables are sorted according to some metric (often, visits or pageviews), typically in descending order. In the example of Figure 3.5, the data are sorted in the form lists the most-visited page first, followed by the next most-visited, and so on. If you are comparing two time ranges, it sorts according to the data from the more recent time range

Search There are two types of search available: simple and advanced. The simple search lets you enter a string of characters, and then it shows only the rows of data where that string appears. the advanced search in Google Analytics offers more complex search capabilities. It allows you to create custom filters and conditions to narrow down your data even further.

Beyond Tables There are other ways to display data besides the humble table, available through the buttons in the upper right corner.

Following things can be seen in Beyond tables:

Percentage, Performance , **Comparison** ,**Term Cloud** ,**Pivot.**

Unit 5

1.   What are different sources of Traffic in Web Analytics?

Ans -

a.   **Direct Traffic:**

- Visitors who directly type the website's URL into their browser's address bar.
- Users who have bookmarked the site.
- Traffic from mobile apps or desktop shortcuts.

2. **Referral Traffic:**
   - Visitors who land on the website by clicking on a link from another website.
   - This can include links from blogs, news articles, partner websites, or online directories.

3. **Organic Traffic:**
   - Users who find the website through search engines like Google, Bing, or Yahoo.
   - Organic traffic is driven by users' search queries, and the website appears in search engine results pages (SERPs).

4. **Paid Traffic:**
   - Visitors who arrive at the website by clicking on paid advertising, such as Google Ads (formerly AdWords), display ads, or sponsored social media posts.
   - These visits result from paid marketing campaigns.

5. **Social Media Traffic:**
   - Users who reach the website by clicking on links shared on various social media platforms.
   - This includes traffic from social media posts, profiles, and ads on platforms like Facebook, Twitter, Instagram, LinkedIn, and more.

6. **Email Traffic:**
   - Visitors who access the website through links in emails, newsletters, or email marketing campaigns.
   - Email traffic often comes from subscribers or recipients of email communications.

7. **Affiliate Traffic:**
   - Traffic generated through affiliate marketing programs where affiliates promote a website's products or services and earn commissions for referrals.
   - Visitors arrive at the website through affiliate-generated links.

8. **Campaign Traffic:**
   - Visitors who land on the website as a result of specific marketing campaigns.
   - This category includes traffic tracked through custom campaign parameters in URLs, such as UTM parameters.

9. **Directories and Listings:**
   - Traffic from online directories, business listings, or review websites where the website's information is listed.

- ○ Users click on links within directory listings to access the website.
10. **Offline Sources:**
    - ○ Visitors who have been exposed to offline advertising, such as print ads, radio commercials, TV commercials, or word-of-mouth recommendations.
    - ○ They manually enter the website's URL based on offline exposure.
11. **Other Sources:**
    - ○ Miscellaneous sources that may not fit into the above categories.
    - ○ This could include unconventional sources, special promotions, or unconventional referral paths.

2.   What are Surveys and list its types and steps to conduct a survey.

Surveys and questionnaires are tools commonly used in research, data collection, and feedback gathering to gather information, opinions, and insights from individuals or groups of people.

Preparing, conducting, analyzing, and following up on an SEO (Search Engine Optimization) survey involves a systematic approach to gather valuable insights and feedback related to SEO efforts.

Two types:

SITE LEVEL

PAGE LEVEL

1. Preparation:

Define Objectives: Clearly outline the goals and objectives of your survey. What do you want to learn or achieve? Identify the target audience and the information you need to collect.

2. Conducting the Survey:

a. Launch the Survey: Make the survey accessible to your target audience through your chosen distribution channels.

b. Promote Participation: Encourage participation through clear and enticing calls to action. Highlight the benefits of participating and the importance of their feedback.

c. Timing: Consider the timing of your survey. Avoid overwhelming your audience with too many surveys at once, and set a reasonable deadline for responses.

3. Analysis:

a. Data Collection: Gather responses from the survey tool you've chosen. Monitor responses as they come in.

b. Data Cleaning: Review and clean the data to remove incomplete or irrelevant responses.

4. Follow-Up:

a. Reporting: Create a comprehensive report summarizing the survey results. Include key findings, trends, and any actionable insights.

b. Recommendations: Based on the analysis, provide recommendations for SEO improvements. Identify areas where changes or optimizations are needed

3. **Explain Rich Experience analysis features.**

    A . Flash:

- **Explanation:** Flash was a multimedia platform that allowed the creation of interactive animations, games, and multimedia content on websites. However, it has become less prevalent due to its limitations, security issues, and compatibility problems, particularly with mobile devices.
- **Impact on SEO:**
  - **Limited SEO Benefits:** Flash content is not easily indexed or understood by search engines like Google. As a result, it does not contribute positively to SEO efforts.
  - **Mobile Compatibility:** Flash is not supported on many mobile devices, which can lead to poor user experiences and negatively affect SEO, especially since mobile-friendliness is a ranking factor.
  - **Load Times:** Flash content often increases website load times, which can negatively impact user experience and SEO rankings as load speed is a ranking factor.

    B . Widgets:

- **Explanation:** Widgets are small, self-contained applications or features that can be embedded within a webpage. They often provide real-time information or interactive functionality, such as weather updates, social media feeds, or calculators.
- **Impact on SEO:**
  - **Content Relevance:** Widgets can enhance user engagement by providing relevant and dynamic content. Engaged users tend to spend more time on your site, which can indirectly improve SEO rankings.
  - Rich Experience Analysis involves evaluating the functionality and usability of widgets, ensuring they add value to the user experience.
  - Compatibility across different devices and browsers is examined to ensure widgets function as intended for all users.

    c. AJAX:

    Explanation: AJAX is a set of web development techniques that allow web pages to update content dynamically without requiring a full page reload. It enables asynchronous data exchange between the client (browser) and the server, often using JSON (JavaScript Object Notation) or XML for data transfer.

- **Impact on SEO:**

- **Initial SEO Challenges:** Historically, search engines had difficulty indexing content loaded via AJAX because they often relied on static HTML content. AJAX-driven content could be invisible to search engine crawlers.
- **Content Accessibility:** SEO relies on content accessibility. AJAX can sometimes hide content from search engines if not implemented properly.
- **Client-Side Rendering**: Some AJAX-based web applications rely heavily on client-side rendering, which can lead to slower initial page load times. Page load speed is a ranking factor, and slow-loading pages can negatively impact SEO.
- Ajax is often used to create dynamic, responsive user interfaces that load content without disrupting the overall user experience.

4. Explain email campaign analysis for seo and explain its features.(v(X))

Analyzing email campaigns for SEO involves monitoring various key metrics to assess the effectiveness of your email marketing efforts. The metrics you mentioned—delivery rate, open rate, click-to-open rate, and subscribe retention—play essential roles in evaluating email campaign performance:

1. Delivery Rate:

• Formula: [(Total Emails Sent - Bounced Emails) / Total Emails Sent] * 100

• Interpretation: Delivery rate is calculated as the percentage of emails that were successfully delivered to recipients' inboxes, excluding bounced emails.

2. Open Rate:

• Formula: (Total Emails Opened / Total Emails Delivered) * 100

• Interpretation: Open rate is calculated as the percentage of emails that were opened by recipients among those that were successfully delivered.

3. Click-to-Open Rate (CTOR):

• Formula: (Total Unique Clicks / Total Emails Opened) * 100

• Interpretation: CTOR measures the percentage of opened emails that resulted in at least one click on a link within the email.

4. Subscribe Retention:

• Formula: [(Ending Subscribers - New Subscribers) / Starting Subscribers] * 100

• Interpretation: Subscribe retention calculates the percentage of subscribers retained over a specific period, considering new subscribers and those who left (unsubscribed or opted out).

5. Bounce Rate:

• Formula: (Total Bounced Emails / Total Emails Sent) * 100

• Interpretation: Bounce rate calculates the percentage of emails that were not delivered to recipients' inboxes due to various reasons, such as invalid email addresses or server issues.

6. Length of Visit:

•   Formula: (Total Time Spent on Website by Email Recipients / Total Number of Email Recipients)

•   Interpretation: Length of visit measures the average time spent on your website by email recipients who clicked through from your email campaign.

7. Conversion Rate:

•   Formula: (Number of Conversions / Total Email Recipients) * 100

•   Interpretation: Conversion rate calculates the percentage of email recipients who took a desired action on your website, such as making a purchase, filling out a form, or subscribing to a newsletter.

8. Average Revenue per Email:

•   Formula: Total Revenue Generated from Email Campaigns / Total Number of Emails Sent

•   Interpretation: Average revenue per email represents the average monetary value generated from each email sent in your campaign.

5. What are the critical components of a successful web strategy?

A successful web strategy involves a combination of factors and considerations aimed at achieving business objectives and providing a positive user experience. Here are the critical components of a successful web strategy:

1. Customer-Centric Focus:

Explanation: Prioritize the needs, preferences, and expectations of your target audience. Understand your customers' behaviors and tailor your web strategy to meet their needs effectively. Create content and features that resonate with your audience and provide value.

2. Solve for Business Questions:

Explanation: Align your web strategy with your business goals and objectives. Clearly define what you want to achieve with your website, whether it's increasing sales, generating leads, or enhancing brand awareness. Ensure that your web strategy directly addresses these objectives.

3. Follow the 10/90 Rule:

Explanation: The 10/90 rule suggests that 10% of your web strategy's success relies on technology and tools, while 90% depends on the people and processes behind it. Invest in skilled professionals, well-defined processes, and a strategic approach, rather than solely relying on technology.

4. Hire Great Web Analysts:

Explanation: Skilled web analysts play a crucial role in interpreting data, tracking key performance indicators (KPIs), and providing insights. Hire experienced analysts who can translate data into actionable recommendations for optimizing your web strategy.

5. Identify Optimal Organizational Structure (Centralization, Decentralization, Centralized Decentralization):

Explanation: The organizational structure of your web team can impact the efficiency and effectiveness of your web strategy. Consider the pros and cons of different structures:

Centralization: All web-related activities are managed by a centralized team. This structure can ensure consistency but may lack agility.

Decentralization: Different departments or units manage their web-related activities independently. This structure can provide flexibility but may lead to inconsistencies.

Centralized Decentralization: A hybrid approach where certain core functions are centralized (e.g., branding and design), while others are decentralized (e.g., content creation). This combines the strengths of both structures.

6.Explain different kpi for seo. <mark>NOT IMP</mark>

Ans:

Key Performance Indicators (KPIs) for SEO:

1. Task Completion Rate:

Explanation: Task completion rate measures the percentage of website visitors who successfully complete a specific task or action on your website that is relevant to your SEO goals. This task could be anything from signing up for a newsletter to making a purchase.

Importance: Task completion rate is important because it helps assess the effectiveness of your website in guiding users to take desired actions. It can provide insights into the user experience and the clarity of your website's calls-to-action.

KPI Formula: (Number of Completed Tasks / Total Visitors) * 100

2. Share of Search:

Explanation: Share of search assesses your website's visibility and presence in search engine results pages (SERPs) for specific keywords or topics relevant to your industry or niche.

Importance: A high share of search indicates that your website is capturing a significant portion of organic search traffic related to your target keywords. This can lead to increased website traffic and potential conversions.

KPI Formula: (Your Website's Organic Impressions for Target Keywords / Total Organic Impressions for Target Keywords) * 100

3. Visitor Loyalty:

Explanation: Visitor loyalty measures the percentage of website visitors who return to your site over a defined period, such as a month or a year.

Importance: High visitor loyalty is an indicator of user satisfaction and the value your website provides. Repeat visitors are more likely to engage with your content and convert.

KPI Formula: (Number of Returning Visitors / Total Visitors) * 100

4. Recency of RSS/Feed Subscribers:

Explanation: This KPI assesses how recently subscribers to your RSS feed or content updates have engaged with your content. It helps gauge the freshness and relevance of your content to your audience.

Importance: A high recency rate indicates that your content is engaging and keeps subscribers returning for new updates. Fresh content can also improve SEO by signaling to search engines that your website is active and relevant.

KPI Formula: (Number of Subscribers Engaging with Recent Content / Total Subscribers) * 100

7.Explain different measuring success for a non ecommerce website.

Visitor Loyalty:

Explanation: Monitor the percentage of visitors who return to your website over time. Repeat visitors are more likely to engage with your content.

KPI Formula: (Number of Returning Visitors / Total Visitors) * 100

Visitor Recency:

Explanation: Assess how recently visitors have interacted with your website. This metric helps gauge the freshness and relevance of your content.

KPI Formula: (Number of Recent Visitors / Total Visitors) * 100

Length of Visit:

Explanation: Measure the average time visitors spend on your website per session. Longer visits can indicate content engagement.

KPI Formula: (Total Time Spent on Website / Total Number of Visitors)

Depth of Visit:

Explanation: Evaluate the number of pages or sections a visitor explores during a single session. A higher depth of visit may indicate a more engaged audience.

KPI Formula: (Average Number of Pages Visited per Session)

8. **Explain different measuring success for a B2B website.**<mark>NOT IMP</mark>

Measuring Success for B2B Websites:

Usage of Decision Support Tools:

Explanation: Monitor the adoption and usage of decision support tools or resources provided on the website, such as calculators, industry reports, or whitepapers.

KPI Formula: (Number of Users Accessing Decision Support Tools / Total Website Users) * 100

Number of Accounts Opened:

Explanation: Measure the growth in the number of registered accounts or user profiles created on your B2B platform. This indicates the level of interest and engagement.

KPI Formula: (New Account Registrations / Total Number of Accounts) * 100

Times A Video Is Watched:

Explanation: Track the views and engagement with videos hosted on your website, particularly those related to product demos, tutorials, or industry insights.

KPI Formula: Total Video Views

Number of Solutions Provided by an Account:

Explanation: Evaluate how many solutions, products, or services an individual account has explored or engaged with on your website, indicating their level of interest.

KPI Formula: (Number of Solutions Explored by an Account / Total Accounts) * 100

#What are the factors to be taken into consideration in seo for lead generation and direct marketing.
(SEO)
Ams -
When using SEO for lead generation and direct marketing, there are several factors to consider to ensure that your efforts are effective at attracting potential customers and converting them into leads. Here are the key factors to take into consideration:

Keyword Research:

Identify and target keywords that are relevant to your products or services and have high search volume. Use tools like Google Keyword Planner to find keywords that potential customers are using in their search queries.

Content Quality:

Create high-quality, informative, and engaging content that addresses the needs and pain points of your target audience. Content can include blog posts, articles, videos, and downloadable resources like eBooks or whitepapers.

On-Page SEO:

Optimize your website's on-page elements, including title tags, meta descriptions, header tags, and URL structures. Ensure that each page is focused on specific keywords and provides valuable information.

Mobile-Friendly Design:

Make sure your website is responsive and mobile-friendly. With an increasing number of users accessing the web via mobile devices, a mobile-friendly site is essential for user experience and SEO.

Page Load Speed:

Improve page load speed, as slow-loading pages can negatively impact user experience and search engine rankings. Use tools like Google PageSpeed Insights to identify and fix speed issues.

User Experience (UX):

Enhance the overall user experience by making your website easy to navigate, ensuring clear calls to action (CTAs), and providing a seamless checkout process (if applicable).

Local SEO:

If your business targets local customers, optimize for local search by creating and optimizing a Google My Business profile. Encourage customer reviews and ensure your business information is consistent across online directories.

Link Building:

Build high-quality backlinks to your website from reputable sources. Guest posting, outreach, and content promotion can help increase your site's authority and visibility.

Conversion Optimization:

Implement conversion optimization strategies, such as A/B testing, to improve the performance of your landing pages and CTAs. Ensure that your website encourages visitors to take action and become leads.
Analytics and Tracking:

Use tools like Google Analytics to track user behavior on your website. Monitor key performance indicators (KPIs) such as traffic, conversion rates, and bounce rates to make data-driven decisions.
Email Marketing Integration:

Integrate your lead generation efforts with email marketing campaigns. Capture email addresses through opt-in forms and use email marketing to nurture leads and convert them into customers.
Social Media Integration:

Promote your content and engage with potential leads on social media platforms. Social signals can indirectly impact SEO and help generate leads.
Compliance and Privacy:

Ensure that your lead generation practices comply with relevant regulations, such as GDPR or CAN-SPAM Act, to protect user privacy and build trust.
Testing and Iteration:

Continuously test and iterate your SEO and lead generation strategies based on performance data. SEO is an ongoing process that requires adaptation to changing algorithms and user behavior.

SMART :

Specific: Your SEO goal should be clear and well-defined. Instead of saying, "I want more website traffic," be specific, like "I want to increase organic traffic from search engines to my website."

Measurable: Your goal should have a way to measure progress and success. For example, you can measure organic traffic growth using tools like Google Analytics.

Achievable: Make sure your SEO goal is realistic and attainable. Setting an objective like doubling your website's traffic in a week might not be achievable, but increasing it by 20% in three months might be more realistic.

Relevant: Ensure that your SEO goal aligns with your overall business objectives. It should contribute to your business's success. For instance, increasing website traffic should ultimately lead to more sales or conversions.

Time-Bound: Set a specific timeframe for achieving your SEO goal. For instance, "I want to increase organic traffic by 30% in the next six months." This gives you a clear deadline and sense of urgency.

#How to Use Long Tail Keywords

1. Put the keyword at the start of the headline (and title tag!)
2. Use the only the keyword as the slug (the part of the URL after the domain — com/this-is-the-slug)
3. Make sure your title is in an H1 tag
4. Use the keyword throughout your H2 subheadings
5. Use the keyword in the first 100 words
6. Use a few variations of the keyword throughout the body of the article