ADITYA DEGREE COLLEGES

ANDHRA PRADESH

IV SEMESTER - MID – I EXAMINATIONS

Date:

II – BBA DM
SEMRush

Max. Marks : 60
Time :2 Hr

SECTION – A

I. Answer any FIVE of the following: 5 x 4 = 20 M

1. What is key word Research?
2. Key word Research checklist.
3. Meaning of key word.
4. Key word intent importance.
5. SEO Professionals use KD.
6. Key word take aways.
7. SEM Rush keyword difficulty.
8. Importance of keyword research.

SECTION – B

II. ANSWER ALL THE QUESTIONS: 4 x 10 = 40 M

9. a) Explain the keyword Research Analyze search intent with Semrush.

(or)

b) How to track your keywords on Google with Semrush.

10.a) How to use Semrush keyword Reasearch with examples.

(or)

b) How to measure SEO share of voice on Semrush.

11.a) Briefly explain the search engine ranking with sem rush.

(or)

b) Explain the ultimate keyword research checklist.

12.a) How to use Semrush sensor to get SERP volatility Insights.

(or)

b) Define the Semrush keyword Difficulty more Accurate than any tool?

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