



# ADITYA DEGREE COLLEGES: AU REGION

## IV SEMESTER - MID - I - EXAMINATIONS

Date: 06.02.25

Course: II BBA DM

Max. Marks: 60

Time: 3 Hours

**Subject: SEO**

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### SECTION - A

**I Answer any five questions**

**5X4M = 20M**

1. Explain total clicks.
2. Explain average CTR.
3. Explain Average position.
4. Explain index warnings.
5. Explain this sitemaps.
6. Explain Index Submitted process
7. How to Inspect URL
8. Explain Index

### SECTION - B

**II. Answer the following questions**

**4X10 = 40M**

9.(a) Explain Url inspection.

Or

(b). Explain Review Urls on Google.

10(a). Explain Crawled Pages.

Or

(b). Explain Excluded Index coverage.

11(a). Explain Referring Pages .

Or

(b). Explain the index coverage Pages With errors.

12.(a) Explain how to measure seo

Or

(b) Explain the new sitemap submission process