



ADITYA DEGREE COLLEGES

ANDHRA PRADESH

IV SEMESTER - MID - I EXAMINATIONS

II – BBA DM

SEARCH ENGINE OPTIMISATION

Max. Marks : 60

Time : 2 Hr

Date:

SECTION – A

I. Answer any FIVE of the following:

5 x 4 = 20 M

1. What is Google search console.
2. Importance of total clicks.
3. How to improve average CTR.
4. Importance of the Index coverage report for SEO.
5. Importance of reviewing URLs on Google.
6. What are valid pages.
7. What are site maps & types of sitemaps.
8. Importance of the “Excluded” status.

SECTION – B

II. ANSWER ALL THE QUESTIONS:

4 x 10 = 40 M

9. a) How to improve total clicks.

(or)

- b) What are the factors influencing total impressions.

- 10.a) How to improve average CTR.

(or)

- b) What does URL inspection do.

- 11.a) What are valid & what to do with valid pages.

(or)

- b) Explain submitted and indexed and how to maximize the benefit of “submitted” and “Indexed” pages.

- 12.a) What is referring page and role of referring pages in SEO.

(or)

- b) Explain types of valid pages.
