

Kamani Science College And Prataprai Arts College

Assignment-5

(Unit - 3)

1. Define the following: keyword, keyword research, keyword research tools.
2. Answer the following:
 - a. Strategically thinking about keywords required _____
 - b. Keyword research is important in _____
 - c. Percentage of non popular keywords means long tail keywords are _____
 - d. Which tool is responsible for keyword comparison _____
 - e. Conversion ratio means _____
 - f. Conversion optimization also known as _____
3. Explain strategic thinking about keyword research process.
4. Explain Understanding the Long Tail of the Keyword Demand Curve in detail.
5. Explain about determining Keyword Value/Potential ROI in detail.
6. Explain Leveraging the Long Tail of Keyword Demand in detail .
7. Explain Trending, Seasonality, and Seasonal Fluctuations in Keyword Demand in detail.