

Note: All the points discussed in the **classroom and the laboratories are important**, below list is just for the reference hence, **not to be considered as list of important questions**.

1. What is the mission of search engine? What is the approach of Google?
2. Why understanding searchers' intent is important? What types of intent a searcher have in general?
3. Explain the following:
 - a. Adaptive search
 - b. Eye tracking
 - c. Organic search results vs. Paid search results
4. What do you mean by an Organic search result? Explain its advantages.
5. What do you mean by Paid search result? Explain its advantages.
6. List the components of SERP. Explain any three from it.
7. How search engine works? Explain in depth Crawling, Indexing and Ranking.
8. Explain the following:
 - a. QDF
 - b. Search engine's ranking factors
9. What are the goals and objectives of SEO?
10. Explain SWOT analysis.
11. Explain SMART plan.
12. Which technology decisions are to be taken while defining your site's Information architecture?
13. Explain the following:
 - a. Breadcrumb navigation
 - b. Keyword Cannibalization
 - c. Sitemap
 - d. Robots.txt
14. What is Keyword Research? Why it is Important for SEO?
15. What do you meant by SEO friendly website? Why it is important to have SEO friendly website?
16. Explain Optimal Information Architecture.
17. How to Optimize a Website for Local Search?
18. How to Optimize a Website for Image Search?
19. How to Optimize a Website for Product Search?
20. How to Optimize a Website for Mobile Search?
21. How to Optimize a Website for Video Search?
22. What is meant by email marketing? Explain the benefits of email marketing.
23. Which are the steps required to get started with email marketing campaign? Explain
24. Explain tips of successful email marketing campaign. Also list some of the spam words to avoid in email marketing.
25. How to measure the success of an email marketing campaign?
26. Explain Do's and Dont's of email marketing.
27. What are the benefits of getting engaged with customers through social media? Explain
28. Explain rules of engagement on social media. Also explain different forms of social media.
29. What strategies we can apply in order to get success on the social media? What are some common mistakes which are to be avoided?
30. What type of strategies one should apply in order to get success in digital marketing?
31. Explain the characteristics of online consumers.
32. Why online reputation management is required? How to control the damage online?