UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2019

Course: Search Engine Optimization   **Semester:** V
Program: BBA –Digital Marketing   **Time:** 03 Hours
Course code: DSIT2009   **Max. Marks:** 100
Instructions:

	SECTION A	(20 Marks)	
		Marks	**CO**
Q1	Which relation of Backlink is considered to be a hint for spiders?	02	CO5
Q2	ORM stands for?	02	CO5
Q3	Sitemap navigation is supported for the users in which format?	02	CO4
Q4	Which social signal is used by Google search engine for indexing a website faster?	02	CO6
Q5	Which algorithm of Google is responsible for content penalty?	02	CO6
Q6	Total number of Cross linking in a website shouldn't increase by how much?	02	CO3
Q7	The reason Google allows only up to 60 characters in Title tag is because?	02	CO1
Q8	In HTTPS:// of a website, "**S**" represents what?	02	CO2
Q9	Crawlers connects to whom when they have to show results in Google SERP?	02	CO2
Q10	Facebook likes is an important social signal for which search engine?	02	CO5
	SECTION B	(20 Marks)	
Q1	What is the relation between keyword intent, CPC, Competition and search volume?	05	CO3
Q2	Give the definition and syntax for top 5 meta tags in SEO.	05	CO2
Q3	How to optimize the size and load time of a website?	05	CO5
Q4	How to Panda proof, Penguin proof a website for SEO and hence talk about Humming bird.	05	CO6
	SECTION-C	(30 Marks)	
Q1	Give the importance for Content of a website and role of pattern of content in terms of SEO.	10	CO4
Q2	Search console is a bridge between our website and user. Justify this statement by involving complete features provided by webmasters tool.	10	CO5
Q3	Citation process is important in local SEO, explain with complete my business page listing process.	10	CO5
	SECTION-D	(30 Marks)	
Q1	Give the complete step by step framework of off page SEO, along with why and how these implementation is going to help ranking of a website.		30