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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| Date: 07 - 01- 2025 Time: 09:30 am – 12:30 pm |

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| **School:** SOCSE | **Program:** B.Tech (CSE) | |
| **Course Code:** CSE3123 | **Course Name:** Search Engine Optimization | |
| **Semester**: VII | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** |
| **Marks** | **14** | **14** | **33** | **39** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2marks. 10Q x 2M=20M** | | | | |
| **1** | Define Spamdexing. | **2 Marks** | **L1** | **CO1** |
| **2** | Describe deceptive redirection. | **2 Marks** | **L1** | **CO1** |
| **3** | Discuss factors to be taken into consideration while coming up with the standard design procedure for your website. | **2 Marks** | **L2** | **CO2** |
| **4** | Explain Meta Keywords tag. | **2 Marks** | **L2** | **CO2** |
| **5** | Outline Off page optimization. | **2 Marks** | **L4** | **CO3** |
| **6** | Categorize main types of links. | **2 Marks** | **L4** | **CO3** |
| **7** | Outline site error. | **2 Marks** | **L4** | **CO3** |
| **8** | Categorize very specific URL errors. | **2 Marks** | **L4** | **CO3** |
| **9** | Interpret the most important detail in the installation of Google Analytics. | **2 Marks** | **L3** | **CO4** |
| **10** | Illustrate tools used for search position analytics of a website. | **2 Marks** | **L3** | **CO4** |

**Part B**

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| **Answer the Questions Total 80 Marks** | | | | | |
| **11.** | **a.** | Identify different types of spam. | **10 Marks** | **L1** | **CO1** |
| **Or** | | | | | |
| **12.** | **a.** | Outline working of search engines. | **10 Marks** | **L1** | **CO1** |
|  |  |  |  |  |  |
| **13.** | **a.** | Identify steps to make your site mobile friendly. | **10 Marks** | **L2** | **CO2** |
| **Or** | | | | | |
| **14.** | **a.** | Summarize types of content for the site. | **10 Marks** | **L2** | **CO2** |

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| **15.** | **a.** | Illustrate functions of Check Server tool. | **10 Marks** | **L4** | **CO3** |
| **Or** | | | | | |
| **16.** | **a.** | Categorize various types of crawl errors. | **10 Marks** | **L4** | **CO3** |

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| **17.** | **a.** | Illustrate SEO best minded practices to handle secure servers. | **15 Marks** | **L4** | **CO3** |
| **Or** | | | | | |
| **18.** | **a.** | Outline advantages of site search implementation. | **15 Marks** | **L4** | **CO3** |

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| **19.** | **a.** | Illustrate automated reporting in Google Analytics. | **15 Marks** | **L3** | **CO4** |
| **Or** | | | | | |
| **20.** | **a.** | Interpret the ways Google Analytics excludes traffic from a particular domain. | **15 Marks** | **L3** | **CO4** |

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| **21.** | **a.** | Illustrate Google Analytics. | **20 Marks** | **L3** | **CO4** |
| **Or** | | | | | |
| **22.** | **a.**  **b.** | Interpret different types of conversion goal match types.  Demonstrate e-commerce tracking in Google Analytics. | **10 Marks**  **10 Marks** | **L3**  **L4** | **CO4**  **CO4** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***