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**Presidency University**

**Bengaluru**

**School Of Computer Science and Engineering & Information Science**

**Summer Term End-Term Examinations, August 2024**

**Date**: 06/08/2024

**Time**: 9:30 am-12:30 pm

**Max Marks**: 100

**Weightage**: 50%

**Odd Semester**: 2023 - 24

**Course Code**: CSE 3123

**Course Name**: Search Engine Optimization

**Department:** CSE & IS

**Instructions:**

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

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| **Q.No** | **Questions** | **Marks** | **CO** | **RBT** |
| 1 | 1. Describe stemming and siloing. | 4 | CO1 | L1 |
| 1. Discuss role of an ranking monitor. | 6 | CO1 | L2 |
| 1. Describe the ways to plan subject theme categories. | 10 | CO1 | L3 |
| OR | | | | |
| 2 | 1. Describe backlinks. | 4 | CO1 | L1 |
| 1. Discuss recommendations to build landing paes, | 6 | CO1 | L2 |
| 1. Describe types of spam. | 10 | CO1 | L3 |

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| 3 | 1. Mention the purpose of Head section in HTML tag. | 4 | CO2 | L1 |
| 1. Discuss steps to make site mobile-friendly. | 6 | CO2 | L2 |
| 1. llustrate types of content for your site. | 10 | CO2 | L3 |

OR

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| 4 | 1. Describe anchor text. | 4 | CO2 | L1 |
| 1. Discuss Meta keywords tag | 6 | CO2 | L2 |
| 1. Illustrate top navigation. | 10 | CO2 | L3 |

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| 5 | 1. Describe Meta redirects. | 4 | CO3 | L1 |
| 1. Discuss types of links, defined by how they were earned. | 6 | CO3 | L2 |
| 1. Illustrate Check Server tool. | 10 | CO3 | L3 |

OR

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| 6 | 1. Describe Java-script redirects. | 4 | CO3 | L1 |
| 1. Discuss white hat and black hat SEO. | 6 | CO3 | L2 |
| 1. Illustrate different types of server status codes. | 10 | CO3 | L3 |

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| 7 | 1. Describe Technical SEO. | 4 | CO4 | L1 |
| 1. Discuss Word Tracker and steps to perform search using it. | 6 | CO4 | L2 |
| 1. Discuss very-specific URL errors. | 10 | CO4 | L3 |

OR

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| 8 | 1. Describe types of crawl errors. | 4 | CO4 | L1 |
| 1. Discuss reasons for getting site errors. | 6 | CO4 | L2 |
| 1. Discuss URL errors. | 10 | CO4 | L3 |

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| 9 | 1. Describe website analytics. | 4 | CO1 | L1 |
| 1. Discuss different types of conversion goal match types. | 6 | CO1 | L2 |
| 1. Illustrate Google Analytics. | 10 | CO1 | L3 |

OR

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| 10 | 1. Describe search engine positioning | 4 | CO2 | L1 |
| 1. Discuss most important details in the installation of Google Analytics. | 6 | CO2 | L2 |
| 1. Illustrate e-commerce tracking in Google Analytics. | 10 | CO2 | L3 |