|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Roll No |  |  |  |  |  |  |  |  |  |  |  |  |

 ****

**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.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 |