

Unique Paper Code	:	62343414
Name of the Course	:	B.A. (Prog.) Computer Applications: SEC
Name of the Paper	:	Search Engine Optimization
Semester	:	IV
Duration	:	1 Hour
Maximum Marks	:	25
Year of Admission	:	2015, 2016 & 2017

Instructions for Candidates:

Answer any Two questions. All Questions carry equal marks.

Q1. You have been asked to develop a website for an educational institution. What should be your SEO strategy? Identify few keywords and how can you optimize those on a web page? Suggest a suitable URL for the website. What effect can the structure of URL have on the visibility of a website?

Q2. What are meta tags? Which meta tag is no longer used by Google and why? In the following HTML code, identify and explain the tags.

```
<html lang="en">
```

```
<head>
```

```
<meta name="og_title" property="og:title" content="Online Shopping Site for Mobiles, Electronics, Furniture, Grocery, Lifestyle, Books & More. Best Offers!"/>
```

```
<meta name="Keywords" content="Online Shopping in India,online Shopping store,Online Shopping Site,Buy Online,Shop Online,Online Shopping,Flipkart"/>
```

```
<meta name="Description" content="India's biggest online store for Mobiles, Fashion (Clothes/Shoes), Electronics, Home Appliances, Books, Home, Furniture, Grocery, Jewelry, Sporting goods, Beauty & Personal Care and more! Find the largest selection from all brands at the lowest prices in India. Payment options - COD, EMI, Credit card, Debit card & more."/>
```

```
<meta property="og:description" content="India's biggest online store for Mobiles, Fashion (Clothes/Shoes), Electronics, Home Appliances, Books, Home, Furniture, Grocery, Jewelry, Sporting goods, Beauty & Personal Care and more! Find the largest selection from all brands at the lowest prices in India. Payment options - COD, EMI, Credit card, Debit card & more."/>
```

```
<link rel="canonical" href="https://www.flipkart.com"/>
```

```
</head> </html>
```

Q3. List three ways to improve the rank of a website. Discuss the role of inbound and outbound links on the ranking of the website. Study the following figure and explain whether links are used ethically or unethically to rank higher in SERP and give reasons for the same.

