# BC–385

## B.C.A. (Part-III) Examination, 2022
## SEARCH ENGINE OPTIMIZATION

Paper – BCA-304 (A)

*Time : 3 Hours* ]                                  [ *Maximum Marks : 70*

**Section–A**                    **(Marks : 2 × 10 = 20)**

*Note* :–    Answer all *ten* questions (Answer limit **50** words). Each question carries **2** marks.

**Section–B**                    **(Marks : 4 × 5 = 20)**

*Note* :–    Answer all *five* questions. Each question has internal choice (Answer limit **200** words). Each question carries **4** marks.

**Section–C**                    **(Marks : 10 × 3 = 30)**

*Note* :–    Answer any *three* questions out of five (Answer limit **500** words). Each question carries **10** marks.

**Section–A**

1.   (i)    What is SEO ?

     (ii)   Explain the working of Search Engines.

     (iii)  How to choose Best Keywords ?

     (iv)   What is the full form of SWOT and URL ?

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(v)     Explain 404 Error.

(vi)    Duplicate context means.

(vii)   What do you mean by Blog Submission ?

(viii)  Discuss Links Exchange.

(ix)    Define Advance Reporting.

(x)     Explain Site Tools.

## Section–B

2.  Difference between Portal and Search Engines.

*Or*

What do you mean by www ? Explain the working of www.

3.  What is XML Sitemap ? How is it important ?

*Or*

Write short notes on the following :

(a)     Competitors Website Analysis

(b)     Content Optimization

4.  Explain Robots Meta Tags.

*Or*

What is Doorway Page ? Explain.

5.  Explain Forum Link Building.

*Or*

Explain Social Bookmark Submission.

6.  Explain Rich Snippet Text Tools.

*Or*

What is Google Analytics ? How Google Analytics help SEO ?

**Section–C**

7. What is Domain ? Explain various SEO Techniques.

8. Which types of SEO guidelines are used while designing a website ?

9. Explain the following :

    (a) Images and Alt text

    (b) Headings

    (c) Bold Text

10. How will you explain Press Release Submission and Competitor Link Analysis ?

11. Explain SEO Reporting in detail.