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Information Technology

Std. XII : (S.Y.J.C.) Science

**Strictly Written According to the New Syllabus of the Maharashtra
State Board of Secondary and Higher Secondary Education**

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Preface

Dear Student,

We are extremely happy to present the book "**Information Technology (Science)**" to you. The topics within the chapters have been arranged in a proper sequence to ensure a smooth flow of the subject.

The salient features of the Book are as follows:

1. The theory is accompanied by neat and clean figures.
2. Since the exam is online, a large number of MCQs are included at the end of each chapter. The latest trend in education is the teaching of multiple choice questions. The MCQs are intended to enable students to prioritise and plan their learning through regular practise. The book contains a large number of multiple choice questions on the subject.
3. The chapter is divided into various sections and sub-sections. The entire syllabus is divided into Chapters, sections, and headings. Each paragraph has been given a unique section or subsection number which is used to explain that particular section for the students as a cross reference to enable them to refer to the related paragraph.
4. Through this book, the author has made an effort to provide a rationale for the solutions. The book, therefore, meets the expectations of the students as it answers the demand and the quest in their minds. It would give rise to real learning, which would stand in good stead for the student's career and his life.
5. The book is user-friendly and provides information in a well-structured manner. It provides a comprehensive and critical study of the various concepts of the subject matter. It is felt that the contents should be crystal clear.
6. Programmes are made simple, and Outputs are displayed.



A word or suggestion from your side may help us add another feather to the cap of the subject matter of the book. The author looks forward to the comments, suggestions and criticism from the readers. Constructive suggestions and feedback from users would be greatly appreciated, gratefully acknowledged and suitably incorporated.

We are thankful to team of Target Publications and Tech Neo Publications for the encouragement and support that they have extended to us.

- Author

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Skill Oriented Practical (SOP)

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□□□

Sample Content

CHAPTER

2

Search Engine Optimization (SEO)

2.1 INTRODUCTION

What is SEO ?

- i. SEO stands for Search Engine Optimization.
- ii. It is a technique used for designing and developing a website so that it can be ranked high in search engine results.
- iii. SEO means the process of improving your website to increase its visibility in Google, Microsoft Bing, and other search engines whenever people search for any type of information.
- iv. It is a subset of search engine marketing.
- v. SEO is useful in increasing the number of visitors to a website.
- vi. There are many strategies and techniques adopted to optimize the webpage.

2.2 TYPES OF SEO

There are TWO types of optimizations :

1. On-Page SEO
2. Off-Page SEO

2.2.1 On-Page SEO

- i. On-page SEO (sometimes called on-site SEO) is the process of optimizing parts of your webpages so they rank higher on search engines and get more search engine traffic.
- ii. It includes Provision of good content, good keywords selection, putting keywords on correct places, giving appropriate title to every page etc.
- iii. On-Page SEO is concerned with information that is displayed to the end user, such as text, images and website navigation.
- iv. On-page SEO deals with the content on your website. In order to rank on search engines and acquire traffic, your website needs to have content that can be easily found and understood.

2.2.2 Off-Page SEO

- i. Off-page SEO is exactly what it sounds like. It's all the factors happening off your website and on other parts of the Internet that could influence your site's rankings.

- ii. Off-page SEO covers anything you can optimize outside of your site (or externally) in an attempt to boost your rankings.
- iii. Off-page SEO refers to everything you do outside of your site to fare better and feature higher up in Google's Search Engine Result Pages (SERPs).
- iv. It includes link building, increasing link popularity by submitting open directories, search engines, link exchange etc.
- v. Off-Page SEO is concerned with:
 - a. Website – Website relationship.
 - b. Do other websites refer to you, do you refer to others?
 - c. How good is your network?

2.2.3 Difference between On-Page SEO and Off-Page SEO

On-Page SEO

On-page SEO is a technique that is used for optimizing individual web pages to rank higher and earn more relevant traffic in search engines. In search engine optimization, like Google, Yahoo, and Bing on-page optimization refers to a factor that affects your website and web page listing in the natural search results.

Off-Page SEO

Off-page optimization refers to the technique that can be used to improve the position of a website on a search engine results page (SERPS). Many people associate off-page SEO with link building but it is not only that. It is also used in promotion methods like blogging, website design, social bookmarking, etc.

THE DIFFERENCE BETWEEN ON-PAGE AND OFF-PAGE SEO

On-Page SEO	Off-Page SEO
i. Internal links	i. Backlinks or inbound links
ii. Content	ii. Brand mentions
iii. Meta description	iii. Social media promotion
iv. Image alt text	iv. Ratings and reviews
v. Navigation	v. GBP optimization
vi. Mobile friendliness	vi. Spam fighting
vii. URL structure	vii. Correct citations

2.3 TECHNIQUES OF SEO

Techniques of SEO are classified into two broad categories:

1. **White Hat SEO :** White Hat SEO techniques that search engines recommends as a part of good design.
2. **Black Hat SEO :** Black Hat SEO techniques that search engines do not approve. The techniques used for optimizing the website are manipulative.

2.3.1 White Hat SEO



It refers to the SEO techniques which are in accordance with the SEO guidelines set by the search engines. It means it uses approved search engine optimization techniques to improve the ranking of a site on search engine results pages (SERP).

Unlike Black Hat SEO, it mainly focuses on the human audience as opposed to a search engine. People who are looking for long-term investment on their websites rely on white hat SEO techniques.

Examples of White Hat SEO include quality content, internal linking, link building, site optimization, social media marketing, Google Ads, etc.

White hat SEO techniques are given below:

- i. Good content
- ii. Proper use of title, keywords and metatags
- iii. Ease of Navigation
- iv. Site Performance
- v. Quality Inbound Links
- vi. Mobile Friendliness

2.3.2 Black Hat SEO



It refers to the SEO techniques which are not in accordance with the SEO guidelines set by the search engines. These techniques exploit the weaknesses in search engines to get higher rankings for websites on the search engine results pages (SERP).

It mainly focuses on search engines and not on the human audience. People who are looking for a quick financial return on their website rather than a long-term investment use black hat SEO techniques.

Examples of Black Hat SEO include keyword stuffing, duplicate content, cloaking, hiding content, thin content, doorway pages, link satchems, etc.

Black Hat SEO techniques are given below:

- i. Keyword Stuffing
- ii. Cloaking
- iii. Hidden Text
- iv. Doorway Pages
- v. Article Spinning
- vi. Duplicate Content
- vii. Page Swapping
- viii. Link Farms
- ix. URL Hijacking
- x. Improper Use of Snippets

2.3.3 White Hat vs Black Hat SEO

White Hat SEO	Black Hat SEO
The techniques which comply with search engine guidelines are used to improve search engine rankings.	The techniques which are not approved by search engines are used to improve SEO of a site.
Don't need to worry about getting penalized or de-indexing of your site.	It may get your site banned, de-indexed or penalized by search engines.
Focused on providing quality and relevant content to the users.	Don't care about the quality of the content.
Suitable for people who are looking for a long-term investment.	People looking for quick financial return prefer Black Hat SEO
It focuses on optimum use of keywords in title, metatags and body of content.	Keyword density is increased to achieve higher search engine ranking.

2.4 OPTIMIZING WEBSITES

There are different ways to optimize the webpages for SEO :

1. SEO: Page Structure Optimization
2. SEO Keywords
3. SEO Social Bookmarking
4. SEO-Social Media Optimization (SMO)
5. SEO-Backlinks
6. Other factors for SEO

2.4.1 SEO: Page Structure Optimization

First of all, we need to provide <!DOCTYPE html>, <html>, <head> and <body> tags to ensure proper website Page Structure Optimization. Here are some tips to optimize a webpage for SEO.

SEO Page Structure Optimization Tips:

- i. Each HTML tag must be closed. If it is singular tag it should self-enclosed like this :
- ii. The order of tags should be proper. Most of the time recently opened tag will be closed first.
- iii. We have to use doctype always in starting of the HTML program.
- iv. Avoid deprecated tags.

Example of SEO Optimized page

```
<!DOCTYPE html>
<html>
<head>
<title>This is the page title</title>
</head>
<body style="background-color:green;">
<h1>This is a heading tag</h1>
<p>This is an paragraph<br/>This is second line of paragraph
</p>
<div>This is a div tag<p>This is second
paragraph.</p></div>
</body>
</html>
```

Example of SEO Non-Optimized page:

```
<html>
<head>
<title>This is the page title</title>
</head>
<body bgcolor=green>
<h1>This is a heading tag</h1>
<p>This is an paragraph<br>This is second line of paragraph
</p>
<div>This is a div tag<p>This is second
paragraph.</div></p>
</body>
</html>
```

As you have seen this above HTML Program, there are few things that have to be optimized for getting better SEO.

- i. Inline 5, As you can see the background color given using a deprecated attribute.
- ii. Inline 7, In the paragraph tag line break tag
 should self-closed such as
.
- iii. In line 8, The order of paragraph <p> and <div> tag is not proper.

2.4.2 SEO-Keywords

- i. SEO keywords (also known as “keywords” or “keyphrases”) are terms added to online content in order to improve search engine rankings for those terms.
- ii. SEO keywords are important words and phrases related to your website content.
- iii. These are the terms that most people use in search engines to find relevant information.
- iv. To optimize your website for search engines, you need to make a list of keywords that are relevant.
- v. In fact, SEO is pretty much impossible without keywords.
- vi. But when you have a list of the right keywords, you can start working on important SEO tasks like:
 - a. Figuring out your site architecture
 - b. Planning out product and category pages
 - c. Writing content for blog posts and YouTube videos
 - d. Optimizing landing pages and sales pages

2.4.3 SEO-Social Book Marking

Social bookmarking is an online tool to manage your website bookmarks. SEO professionals can use bookmarking tools to promote a website.

What is Bookmarks?

Bookmarks are website links or URL address that we want to store for future reference. They are very useful specially when Web pages with long URLs are not easy to remember.

Modern browsers support bookmark features. For example, you can save the bookmark in the browser by clicking the star icon next to the URL in Google Chrome. However, browsers offer only limited options to manage these bookmarks. Therefore, many online bookmark management services have launched since 1996.

Features of Bookmarking Tools

Today, there are many online bookmarking websites available which offer a variety of options for users.

- i. Bookmarking service allows you to save, organize and share bookmarks with other users.
- ii. Some bookmarking tools provide options to assign categories and tags to efficiently manage large number of bookmarks.
- iii. There are many bookmarking sites that has options to save images and description along with links.
- iv. User can search with specific keywords in many bookmarking sites.
- v. Some tools also allow us to create private bookmarks.
- vi. In some bookmarking sites, users can follow you similar to twitter.

2.4.4 SEO-Social Media Optimization (SMO)

What is SEO- Social Media Optimization?

- i. It is the enhancing of a website’s ranking by using interactive communities like Facebook, twitter, Instagram, blogs, etc.
- ii. These communities have links to the created website which builds familiarity and trust about the website.
- iii. SMO is a technique that is used for promoting your business using social networking sites like Facebook, WhatsApp, Instagram, and Tumblr for increasing their brand awareness Organically.
- iv. It is mostly used for local businesses to promote them and provide the maximum reachability of your user.
- v. It also refers to optimizing a website and its content to encourage more users to use and share a link to the website, social media, and networking sites so it can increase website visibility and online presence.

Difference Between SMO and SEO

Sr. No.	Social Media Optimization (SMO)	Search Engine Optimization(SEO)
i.	In SMO coding and tag are not so important it requires visual attention to make a huge impact.	In SEO we can use header, title tag, image title, bold text, keyword for higher ranking in search engine.

ii.	Title and headlines are more important in SMO for grabbing attention and getting users' clicks.	Title tag in SEO tells the search engine what a page is about.
iii.	In SMO the quality of content is important for readers attention.	In SEO the quality of content is important to rank well.
iv.	SMO is an off-site optimization technique.	SEO is both an off-site and on-site optimization technique.
v.	SMO is all about content.	SEO is all about site structure.
vi.	Repetition of the messaging on different platforms results in a reward.	Result in the penalization of the site.
vii.	The analysis is important to know which type of content draws interest.	The analysis is important to know which changes have made an impact whether it is negative or positive.
viii.	The analysis is made on the type of content that has the potential to attract attention.	Any update made must be seen to analyze its impact on the site's rating.
ix.	The marketing strategy is made by keeping in mind the intended audience in SMO.	The marketing for SEO is to target the search engine.
x.	Marketing for targeted audiences.	Marketing for search engines.
xi.	Facebook, Twitter, LinkedIn, and Instagram use SMO.	Google, Bing, and Yahoo use SEO.

2.4.5 SEO-Backlinks

- i. Backlinks are links on one website that, when clicked, take the user to another site. They also represent a "vote of confidence" from one site to another.
- ii. Backlinks are also called inbound links because they represent another website's traffic coming to your own site.
- iii. The quality and quantity of your backlinks can help you rank higher in search engines such as Google and Bing.
- iv. Backlinks to your website are a signal to search engines that others are interested to know about the contents form your website.
- v. Backlinks are considered an indicator of how popular your website is with users.
- vi. Implementing, managing, and analyzing the performance of backlinks is an important aspect of search engine optimization (SEO) and SEO strategies.

2.4.6 Other factors for SEO

- i. **Speed of the website :** While creating a website, attention is given on the design, content and as many visuals as possible. However, all this can slow down the website and obstruct usability.

- ii. **Mobile friendly :** Website's mobile friendliness has become a ranking factor for Google. Hence it is very important to ensure that the created website is mobile friendly for improving website ranking.

iii. Creating robots.txt

What is the use of Robots.txt file?

- i. This file tells search engine which pages you want to exclude from indexing.
- ii. The robots.txt file specifies the Robots Exclusion Protocol (REP) for a website. Robots play an important role when you want to block search engines (or public users) to access your website content.
- iii. For example: if you do not want a certain page or image being indexed, then you can restrict that page from being indexed.

2.5 SEO AUDIT

What is an SEO Audit ?

An SEO audit is the process of analyzing how well your web presence relates to best practices – it is the first step to creating an implementation plan that will have measurable results.

What an SEO Audit Should Be ?

First and foremost, an audit should be comprehensive. It should cover both structural and content components affecting your SEO visibility. It should provide a "big picture" view of what is happening in your current state. Any missing pieces could result in unnecessary or improper recommendations.

What an SEO Audit Should Not Be ?

An SEO audit should not be rushed. It simply takes time to uncover root causes of the issues affecting your online health. Depending on the size of your site, a proper audit can take anywhere from 2-6 weeks to complete. Due diligence is required when making major changes to any website, and an SEO specialist must conduct a thorough investigation to make accurate, impactful recommendations.

What type of detailed points should be present in an SEO Audit result?

- i. Overall ranking of the site
- ii. Recommendations for improvements
- iii. Search engine optimization
- iv. Usability of the website
- v. Performance of website
- vi. Social links
- vii. Security parameters
- viii. Header content recommendations
- ix. Body content
- x. Links
- xi. Technology list which is used in the website

What type of security parameters should be present in an SEO result?

- i. SSL enabled
- ii. HTTPS redirect
- iii. Email privacy

Website's body content present in SEO Audit

- i. Header tags
- ii. Body content recommendations
- iii. Keyword consistency
- iv. Amount of content in the pages

Types of links details can be present in SEO audit result

- i. Number of backlinks
- ii. Broken links
- iii. Friendly links
- iv. On page links

Fill in the blanks

1. _____ are links on one website that, when clicked, take the user to another site.

Ans. : Backlinks

2. One of the optimization factor to improve images is by using _____ attribute.

Ans. : Alt

3. An _____ helps to find out what you can be done to improve ranking on search engines, so that consumers can find the website with greater ease.

Ans. : SEO Audit

4. The _____ files tells search engine which pages you want to exclude from indexing.

Ans. : Robots.txt

5. SEO stands for _____.

Ans. : Search Engine Optimization

6. The goal of SEO is to improve a website's _____ in search engine rankings.

Ans. : Visibility

7. Keywords are important in SEO because they help search engines understand the _____ of a web page.

Ans. : Relevance

8. The process of optimizing individual web pages to rank higher and earn more relevant traffic from search engines is called _____.

Ans. : On-page optimization

9. One important on-page SEO factor is _____, which refers to the HTML tags that provide structured information about a web page.

Ans. : Meta tags

10. When another website links to your site, it is called a _____, and it can have a positive impact on your search engine rankings.

Ans. : Backlink

11. The practice of acquiring links from other websites with the intention of improving search engine rankings is known as _____.

Ans. : Link building

12. A _____ is a file that provides instructions to search engine crawlers on how to navigate and index a website's pages.

Ans. : Robots.txt

13. The process of improving a website's visibility in local search results is known as _____.

Ans. : Local SEO

14. High-quality, relevant, and authoritative content is a crucial element of _____.

Ans. : SEO success

15. _____ SEO focuses on optimizing a website's on-page elements and content to improve its visibility in search engine results pages (SERPs).

Ans. : On-page SEO

16. _____ SEO refers to the practice of optimizing a website to rank higher in local search results, particularly for location-specific queries.

Ans. : Local SEO

17. _____ SEO involves optimizing a website's technical aspects, such as site speed, mobile-friendliness, and crawlability, to improve its search engine visibility.

Ans. : Technical SEO

18. _____ SEO aims to improve a website's visibility and rankings in organic search results through various off-site optimization techniques.

Ans. : Off-page SEO

19. _____ SEO focuses on optimizing a website's content and structure to make it more easily discoverable by search engines and improve its organic search rankings.

Ans. : Organic SEO

20. _____ SEO involves optimizing a website for specific keywords or phrases to improve its visibility and rankings for targeted search queries.

Ans. : Keyword SEO

21. _____ SEO refers to the process of optimizing a website's mobile version to provide a seamless and user-friendly experience for mobile device users.

Ans. : Mobile SEO

22. _____ SEO involves optimizing a website to appear in featured snippets or answer boxes on search engine results pages.

Ans. : Featured snippets SEO

23. _____ SEO focuses on optimizing e-commerce websites to improve their visibility and rankings in search engine results for product-related queries.

Ans. : E-commerce SEO

24. _____ SEO involves optimizing a website's content and structure to improve its visibility and rankings in image search results.

Ans. : Image SEO

25. _____ is the process of researching and selecting keywords that are relevant to a website's content and target audience.

Ans. : Keyword research

26. _____ involves optimizing the structure and organization of a website's content to make it easier for search engines to crawl and understand.

Ans. : On-page optimization

27. _____ refers to the practice of acquiring high-quality and relevant backlinks from other websites to improve a website's authority and search engine rankings.

Ans. : Link building

28. _____ involves optimizing a website's meta tags, including the title tag and meta description, to improve its visibility in search engine results.

Ans. : Meta tag optimization

29. _____ is the process of improving a website's loading speed and performance to provide a better user experience and meet search engine requirements.

Ans. : Website optimization

30. _____ refers to optimizing a website's images, including proper file naming, alt tags, and compression, to improve its visibility in image search results.

Ans. : Image optimization

31. _____ involves creating and optimizing high-quality and relevant content to attract organic traffic and improve search engine rankings.

Ans. : Content optimization

32. _____ is the practice of optimizing a website's URL structure to make it more user-friendly and search engine-friendly.

Ans. : URL optimization

33. _____ involves optimizing a website's internal linking structure to improve navigation, distribute link equity, and enhance crawlability.

Ans. : Internal linking

34. _____ refers to optimizing a website's presence and visibility in local search results, including optimizing Google My Business profiles and obtaining local citations.

Ans. : Local SEO

35. _____ is the process of improving a website's visibility and performance in search engine rankings.

Ans. : Website optimization

36. _____ involves optimizing a website's content, structure, and HTML elements to make it more search engine-friendly.

Ans. : On-page optimization

37. _____ is the practice of acquiring high-quality backlinks from other websites to improve a website's authority and search engine rankings.

Ans. : Link building

38. _____ is the process of improving a website's loading speed to provide a better user experience and meet search engine requirements.

Ans. : Page speed optimization

39. _____ involves optimizing a website's meta tags, including the title tag and meta description, to improve its visibility in search engine results.

Ans. : Meta tag optimization

40. _____ refers to optimizing a website's images, including proper file naming, alt tags, and compression, to improve its visibility in search results.

Ans. : Image optimization

41. _____ is the practice of optimizing a website's internal linking structure to improve navigation, distribute link equity, and enhance crawlability.

Ans. : Internal linking

42. _____ involves optimizing a website's URL structure to make it more user-friendly and search engine-friendly.

Ans. : URL optimization

43. _____ is the process of optimizing a website's mobile version to provide a seamless and user-friendly experience for mobile device users.

Ans. : Mobile optimization

44. _____ refers to optimizing a website's overall user experience, including design, navigation, and accessibility, to keep visitors engaged and satisfied.

Ans. : User experience (UX) optimization

45. _____ is the process of evaluating and analyzing a website's performance, visibility, and optimization for search engines.

Ans. : SEO audit

46. During an SEO audit, the _____ of a website is assessed to identify areas that need improvement.

Ans. : On-page optimization

47. _____ refers to the analysis of a website's backlink profile to assess the quality and relevance of the links pointing to it.

Ans. : Link profile analysis

48. _____ involves evaluating the technical aspects of a website, such as crawlability, site speed, and mobile-friendliness.

Ans. : Technical SEO analysis

49. _____ is the process of assessing the relevancy and effectiveness of keywords used on a website's pages.

Ans. : Keyword analysis

50. _____ is the examination of a website's content to ensure it is relevant, well-structured, and optimized for target keywords.

Ans. : Content analysis

51. During an SEO audit, the _____ of a website is reviewed to check if it follows best practices and is user-friendly.

Ans. : User experience (UX)

52. _____ involves evaluating a website's overall search engine rankings and visibility for targeted keywords.

Ans. : Ranking analysis

53. _____ is the assessment of a website's local search presence, including its local listings and citations.

Ans. : Local SEO analysis

54. _____ involves monitoring and analyzing website analytics data, such as traffic, conversions, and user behavior.

Ans. : Analytics review

True or False

1. SEO stands for "Search Engine Optimization."

Ans. : True

2. The goal of SEO is to improve a website's visibility and rankings in search engine results.

Ans. : True

3. Keywords have no impact on SEO and are not important for search engine rankings.

Ans. : False

4. On-page optimization focuses on optimizing the content and HTML elements of a web page.

Ans. : True

5. Backlinks from other websites do not affect a website's search engine rankings.

Ans. : False

6. Meta tags, such as the title tag and meta description, have no impact on SEO.

Ans. : False

7. SEO is a one-time process, and once a website is optimized, it does not require further attention.

Ans. : False

8. SEO is only relevant for large businesses and does not apply to small businesses or personal websites.

Ans. : False

9. SEO focuses solely on improving a website's organic search rankings and does not involve paid advertising.

Ans. : True

10. SEO is constantly evolving, and staying updated with the latest trends and algorithm changes is important for success.

Ans. : True

11. On-page SEO focuses on optimizing a website's technical aspects and backlink profile.

Ans. : False

12. Local SEO is the practice of optimizing a website to rank higher in location-specific search results.

Ans. : True

13. Technical SEO involves optimizing a website's structure, code, and performance to improve its visibility in search engines.

Ans. : True

14. Off-page SEO refers to optimizing a website's content and keyword usage.

Ans. : False

15. Organic SEO focuses on optimizing a website's visibility in organic (non-paid) search engine results.

Ans. : True

16. Keyword SEO is the process of optimizing a website for specific search terms or phrases.

Ans. : True

17. Mobile SEO involves optimizing a website's mobile version for a better user experience on mobile devices.

Ans. : True

18. Featured snippets SEO focuses on optimizing a website to appear in featured snippets on search engine results pages.

Ans. : True

19. E-commerce SEO is the practice of optimizing online stores and product pages for better search engine visibility.

Ans. : True

20. Image SEO refers to optimizing a website's visual content, such as images and graphics, for better search engine rankings.
 Ans. : True
21. Keyword research is not an essential technique in SEO.
 Ans. : False
22. Link building is the process of optimizing a website's internal structure and organization.
 Ans. : False
23. Content optimization involves creating high-quality and relevant content for a website.
 Ans. : True
24. Social media marketing has no impact on SEO.
 Ans. : False
25. Mobile optimization is not necessary for SEO as it does not affect search engine rankings.
 Ans. : False
26. Technical SEO focuses on optimizing the coding and technical aspects of a website.
 Ans. : True
27. User experience (UX) optimization is not relevant to SEO.
 Ans. : False
28. Local SEO is only important for businesses with physical locations.
 Ans. : False
29. Voice search optimization is not a significant factor in SEO.
 Ans. : False
30. SEO is a one-time process and does not require ongoing maintenance.
 Ans. : False
31. Optimizing website content involves creating high-quality, relevant, and engaging content for users.
 Ans. : True
32. Website optimization only focuses on improving search engine rankings and does not consider user experience.
 Ans. : False
33. Mobile optimization is not necessary since most users access websites from desktop computers.
 Ans. : False
34. Optimizing website speed has no impact on user experience or search engine rankings.
 Ans. : False
35. Optimizing meta tags, such as title tags and meta descriptions, helps improve website visibility in search engine results.
 Ans. : True
36. Optimizing website images includes compressing image file sizes and using descriptive alt text.
 Ans. : True
37. Optimizing website navigation and internal linking helps improve user experience and search engine crawlability.
 Ans. : True
38. Optimizing website URLs is not necessary as search engines do not consider them in ranking algorithms.
 Ans. : False
39. Optimizing website security and implementing HTTPS encryption does not affect search engine rankings.
 Ans. : False
40. Website optimization is a one-time process and does not require ongoing monitoring and updates.
 Ans. : False
41. An SEO audit evaluates a website's performance, visibility, and optimization for search engines.
 Ans. : True
42. During an SEO audit, only the technical aspects of a website are analyzed.
 Ans. : False
43. Keyword analysis is not a part of an SEO audit.
 Ans. : False
44. Link profile analysis involves assessing the quality and relevance of the links pointing to a website.
 Ans. : True
45. User experience (UX) is not considered during an SEO audit.
 Ans. : False
46. An SEO audit does not involve assessing a website's content.
 Ans. : False
47. Ranking analysis is not necessary for an SEO audit.
 Ans. : False
48. Local SEO analysis is not a part of an SEO audit.
 Ans. : False
49. Analytics review is not essential during an SEO audit.
 Ans. : False

50. An SEO audit helps identify areas for improvement in a website's search engine optimization.

Ans. : True

51. SEO is a technique used for designing and developing a website to be ranked high in search engine results.

Ans. : True

52. Search engines do not approve of White Hat techniques.

Ans. : False

53. SEO page structure optimization does not recommend using image tags with ALT attribute.

Ans. : False

54. SEO Keywords are used to optimize the Memory.

Ans. : False

55. Keyword Research and Analysis is an important part of the "Search Engine Marketing".

Ans. : True

56. For "Search Engine Marketing", one can pay for certain keywords.

Ans. : True

57. Social Bookmarking is very useful for on-page SEO optimization.

Ans. : False

58. You can quickly create high-quality backlinks with help of social bookmarking.

Ans. : True

59. Design, content and visuals in website cannot slow down the website and obstruct usability.

Ans. : False

60. Mobile friendly websites have 'maximum' exposure and better website ranking.

Ans. : True

61. SEO Audit Tool provides clear and actionable recommendations that can be taken to improve your online presence.

Ans. : True

62. In SEO Page structure optimization, most of the times recently opened tag will be closed last.

Ans. : False

63. Singular tags like should be self-enclosed like

Ans. : False

64. Backlinks are links on the website that, when clicked, take the user to another area on the same site.

Ans. : False

Match the Pair

	A		B
i.	Image optimization	a.	Keyword Stuffing
ii.	Links to Twitter, Facebook	b.	file that tell which pages you want to exclude from indexing
iii.	Description about author	c.	links when clicked, take the user to another site
iv.	White hat Strategy	d.	meta tag
v.	Black hat Strategy	e.	alt attribute
vi.	Robots.txt	f.	Social Media Optimization
vii.	SEOptimizer	g.	Relevant content
viii.	Backlinks	h.	determine the health of the website.
ix.	SEO Audit	i.	SEO Audit Tool
x.	Black Hat SEO	j.	Duplicate content

Ans. :

(i) – (e), (ii) – (f), (iii) – (d), (iv) – (g), (v) – (j), (vi) – (b), (vii) – (i), (viii) – (c), (ix) – (h), (x) – (a)

Answers Briefly

1. Define SEO and State types of SEO.

Ans. :

i. SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

ii. Thus SEO is useful in increasing the number of visitors to a website.

iii. There are many strategies and techniques adopted to optimize the webpage.

There are two types of SEO :

a. **On-Page SEO** : This includes the provision of good content, good keyword selection, putting keywords on correct places, giving appropriate title to every page, etc. On-Page SEO is concerned with information that is displayed to the end-user, such as text, images, and website navigation.

b. **Off-Page SEO** : It includes link building, increasing link popularity by submitting open directories, search engines, link exchange, etc. Off-Page SEO is concerned with Website-Website relationship.

2. Which are the different SEO techniques?

Ans. :

i. SEO techniques are classified into two broad categories, which are White Hat SEO and Black Hat SEO.

ii. **White Hat SEO** : Techniques that search engines suggest as a part of good design are called White Hat SEO.

- iii. It contains proper and well-labeled images according to the content.
- iv. It is in the form of a Standard-compliant HTML.
- v. **Black Hat SEO** : Techniques that search engines do not approve of and those techniques which are used for optimizing the website are called Black Hat SEO.
- vi. It mainly contains duplicate contents. Such websites are mainly used to redirect users to other websites and cause traffic.

3. Explain in short White Hat technique.

Ans. :

- i. Techniques that search engines suggest as a part of good design are called White Hat SEO.
- ii. It contains proper and well-labeled images according to the content.
- iii. It is in the form of Standard-compliant HTML.
- iv. The page titles are unique but relevant at the same time.
- v. It has complete sentences with good spelling and grammar.

4. Explain in short Black Hat technique.

Ans. :

- i. Techniques that search engines do not approve and those techniques which are used for optimizing the website are called Black Hat SEO.
- ii. It mainly contains duplicate contents which mostly are stolen from other original creators mainly without any credits and permissions.
- iii. Such websites are mainly used to redirect users to other websites and cause traffic.
- iv. Links from such sites are irrelevant and don't show the actual search content. Websites like these contain invisible text and stuffed keywords.

5. Explain in short SEO Keyword search.

Ans. :

- i. SEO keywords are the important words and phrases related to the developed website content.
- ii. A list of keywords needs to be carefully chosen to optimize the search. Keyword Research and Analysis is an important part of the Search Engine Optimization (SEO) as well as "Search Engine Marketing".
- iii. For "Search Engine Marketing", one can pay for certain keywords.
- iv. There are various online Keyword Planner tools (such as Google Add Words Keyword Planner) to shortlist keywords.
- v. This is more useful to compare the cost of various keywords if the website designer opts for Paid Search Engine Marketing.

6. Explain any two Page content optimization points.

Ans. :

- i. **<TITLE>** - Title is the first thing that user notices in the search result list while using Google for searching. Contents should be up to 60 characters (spaces included)

- ii. **Meta-description Tag** - While creating a web page, Meta description should be used to boost your On-Page SEO. Meta Description should be between 70 and 160 characters (spaces included) that others are interested to know about the contents form your website.

7. Explain how could you optimize images.

Ans. :

- i. **Image Tags with ALT attribute:** The alt attribute gives information about the image, so even if the image does not download, it can make the viewers understand the image-related information.
- ii. **Image Tag with Title attribute:** The title tag of images shows the keyword of the image when the mouse has hovered above the image.
- iii. **Image compression** : The images which are compressed load faster which give the user good friendly experience.
- iv. **Images can have Caption keywords** : Certain images can have keywords on the image to make it relevant for users to know about it.

8. What is On-Page SEO?

Ans. :

- i. On-page SEO is concerned with information that is displayed to the end user, such as text, images and website navigation.
- ii. It includes provision of good content, good keywords selection, putting keywords on correct places, giving appropriate title to every page etc.

9. What is Off-Page SEO ?

Ans. :

- i. Off-page SEO is concerned with Website-Website relationship. Do other websites refer to you, do you refer to others? How good is your network?
- ii. It includes link building, increasing link popularity by submitting open directories, search engines, link exchange etc.

10. Write the difference between White Hat and Black Hat techniques.

Ans. :

Sr. No.	White Hat	Black Hat
i.	These are the techniques that search engines recommend as a part of good design.	These are the techniques that search engines do not approve.
ii.	Relevant content	Duplicate content
iii.	Well-labeled images	Invisible text and stuffed keyword
iv.	Relevant links and	Links from sites with non-relevant content

11. Enlist different ways to optimize the webpages for SEO.

Ans. :

- i. SEO : Page Structure Optimization
- ii. SEO Keywords
- iii. SEO Social Bookmarking
- iv. SEO-Social Media Optimization (SMO)
- v. SEO-Backlinks
- vi. Other factors for SEO

12. What is done for SEO page structure optimization?

Ans. :

- i. Html programs start with <!doctype html>
- ii. Singular tags are self-enclosed, e.g. as
- iii. Tag order should be proper. Recently opened tags are closed first most of the time.

13. What are SEO Keywords?

Ans. :

SEO keywords are the important words and phrases related to the developed website content.

14. Explain SEO Social Bookmarking.

Ans. :

- i. It is a powerful tool for promoting websites and is very useful for off-page SEO optimization.
- ii. Bookmarks are websites that are stored for future references, especially useful for webpages with long URLs.
- iii. Bookmarking service lets you save, organize and share bookmarks with other users.
- iv. External links are important SEO factors for a website to be ranked higher in a search engine.

15. What is SEO- Social Media Optimization?

Ans. :

- i. It is the enhancing of a website's ranking by using interactive communities like Facebook, twitter, Instagram, blogs, etc.
- ii. These communities have links to the created website which builds familiarity and trust about the website.

16. What are Backlinks?

Ans. :

Backlinks are links on one website that, when clicked, take the user to another site. They also represent a "vote of confidence" from one site to another.

17. What is the use of Backlinks on website?

Ans. :

Backlinks to your website are a signal to search engines that others are interested to know about the contents form your website.

18. What is the use of Robots.txt file?

Ans. :

- i. This file tells search engine which pages you want to exclude from indexing.

ii. For example: if you do not want a certain page or image being indexed, then you can restrict that page from being indexed.

19. What type of detailed points should be present in an SEO Audit result?

Ans. :

- i. Overall ranking of the site
- ii. Recommendations for improvements
- iii. Search engine optimization
- iv. Usability of the website
- v. Performance of website
- vi. Social links
- vii. Security parameters
- viii. Header content recommendations
- ix. Body content
- x. Links
- xi. Technology list which is used in the website

20. What type of security parameters should be present in an SEO result?

Ans. : Security parameters

- i. SSL enabled
- ii. HTTPS redirect
- iii. Email privacy

21. Enlist website's body content present in SEO Audit.

Ans. : Body Content

- i. Header tags
- ii. Body content recommendations
- iii. Keyword consistency
- iv. Amount of content in the pages

22. What types of links details can be present in SEO audit result?

Ans. : Links

- i. Number of backlinks
- ii. Broken links
- iii. Friendly links
- iv. On page links

▶▶ 2.6 MULTIPLE CHOICE QUESTIONS

1. Which of the following best describes SEO?
 - (a) Social Media Optimization
 - (b) Search Engine Optimization
 - (c) Software Engineering Optimization
 - (d) Sales and Marketing Optimization

✓ **Ans. : (b)**

2. Which SEO technique involves improving a website's internal linking structure and organization to enhance user navigation and search engine crawlability?
 - (a) Content optimization
 - (b) Keyword research
 - (c) Link building
 - (d) Technical SEO

✓ **Ans. : (c)**

3. Which of the following website optimization techniques involves compressing image file sizes, using descriptive alt text, and optimizing image formats?
 (a) Content optimization
 (b) Mobile optimization
 (c) Image optimization
 (d) URL optimization **✓ Ans. : (c)**
4. Which of the following is NOT typically included in an SEO audit?
 (a) On-page optimization analysis
 (b) Backlink profile assessment
 (c) Competitor analysis
 (d) Social media marketing strategy **✓ Ans. : (d)**
5. SEO is a subset of _____ marketing.
 (a) Digital (b) search engine
 (c) content (d) none of above
✓ Ans. : (b)
6. Meta description Contents should be at least _____ characters.
 (a) 50 (b) 60
 (c) 70 (d) 80 **✓ Ans. : (b)**
7. _____ is concerned with information displayed to the end user.
 (a) White hate SEO (b) On-Page SEO
 (c) White hat SEO (d) Off-page SEO
✓ Ans. : (b)
8. SEO is useful in _____ the number of visitors to a website.
 (a) decreasing (b) analysing
 (c) increasing (d) None of above
✓ Ans. : (c)
9. Meta description should be used to boost _____ SEO.
 (a) Off-Page (b) On-Page
 (c) Both of above (d) None of above
✓ Ans. : (b)
10. What does SEO stand for?
 (a) Search Engine Optimization
 (b) Search Engine Overload
 (c) Search Engine Operations
 (d) Search Engine Outreach **✓ Ans. : (a)**
11. Which of the following is not a search engine?
 (a) Google (b) Bing
 (c) Yahoo (d) Twitter
✓ Ans. : (d)
12. Which of the following is an on-page SEO factor?
 (a) Backlinks (b) Meta tags
 (c) Social media shares (d) Domain age
✓ Ans. : (b)
13. Which of the following is an off-page SEO factor?
 (a) Keyword density (b) Internal linking
 (c) Page load speed (d) Guest blogging
✓ Ans. : (d)
14. What is the purpose of a sitemap in SEO?
 (a) To provide a visual representation of a website's structure
 (b) To improve the user experience on a website
 (c) To notify search engines about the pages on a website
 (d) To increase social media visibility **✓ Ans. : (c)**
15. Which of the following is considered a "black hat" SEO technique?
 (a) Writing high-quality content
 (b) Guest posting on reputable websites
 (c) Keyword stuffing
 (d) Optimizing website speed **✓ Ans. : (c)**
16. What is the purpose of the robots.txt file?
 (a) To block search engines from crawling certain pages of a website
 (b) To improve website security
 (c) To provide alternative content for search engines
 (d) To automatically generate XML sitemaps
✓ Ans. : (a)
17. What is the recommended character limit for a meta title tag?
 (a) 50 characters (b) 70 characters
 (c) 100 characters (d) 150 characters
✓ Ans. : (b)
18. What is the practice of optimizing a website to rank higher in local search results called?
 (a) International SEO (b) National SEO
 (c) Regional SEO (d) Local SEO
✓ Ans. : (d)
19. Which of the following is an important factor for mobile SEO?
 (a) Flash-based content
 (b) Slow page load speed
 (c) Responsive design
 (d) Pop-up ads **✓ Ans. : (c)**
20. Search engine optimization (SEO) is an effective method for _____ the ranking of websites in search engine results.
 (a) Increasing (b) Decreasing
 (c) Lowering (d) None
✓ Ans. : (a)
21. Which of the following key metrics is/are used by search engines?
 (a) Links (b) Content
 (c) Page Structure (d) All of the above
✓ Ans. : (d)

22. What are the links from other sites called?
 (a) Frontlinks (b) Backlinks
 (c) Boundlinks (d) Hidelinks
✓ Ans. : (b)
23. Which of the following is/are the type of SEO?
 (a) White Hat (b) Black Hat
 (c) Both A and B (d) None of the above
✓ Ans. : (c)
24. Which of the following is/are an/example of White Hat SEO?
 (a) Quality Content (b) Internal Linking
 (c) Link Building (d) All of the above
✓ Ans. : (d)
25. Which of the following is/are an/example of Black Hat SEO ?
 (a) Keyword Stuffing (b) Duplicate Content
 (c) Cloaking (d) All of the above
✓ Ans. : (d)
26. Which of the following comes under the White Hat SEO technique?
 (a) Good Content (b) Ease of Navigation
 (c) Site Performance (d) All of the above
✓ Ans. : (d)
27. Which of the following comes under the Black Hat SEO technique?
 (a) Cloaking (b) Hidden Text
 (c) Doorway Pages (d) All of the above
✓ Ans. : (d)
28. In order to optimize the content, one should focus on the -
 (a) Title tags (b) Meta description
 (c) Meta keywords (d) All of the above
✓ Ans. : (d)
29. Search engine results pages display _____ as clickable headlines above website urls.
 (a) Title Tags (b) Search Engines
 (c) Meta Keywords (d) Meta Description
✓ Ans. : (a)
30. How to optimize title tags?
 (a) Use keyword separation
 (b) Don't repeat title tags
 (c) Don't use the website or company name
 (d) All of the above
✓ Ans. : (d)
31. Which of the following is a black hat SEO technique?
 (a) Writing high-quality, informative content
 (b) Keyword stuffing
 (c) Optimizing images and videos for search engines
 (d) Building a strong social media presence
✓ Ans. : (b)
32. Which of the following is an off-page SEO factor?
 (a) The website's loading speed
 (b) The quality and relevance of the website's content
 (c) The number of backlinks to the website
 (d) The use of header tags on the website
✓ Ans. : (c)
33. Which of the following is a white hat SEO technique?
 (a) Keyword stuffing
 (b) Cloaking
 (c) Guest blogging
 (d) Buying backlinks
✓ Ans. : (c)
34. What is a backlink?
 (a) A link from one webpage to another
 (b) A link from a webpage to a social media profile
 (c) A link from a social media profile to a webpage
 (d) A link from a webpage to a directory listing
✓ Ans. : (a)
35. What is the purpose of a robots.txt file?
 (a) To provide instructions to search engine crawlers
 (b) To improve website loading speed
 (c) To include keywords that improve search engine rankings
 (d) To provide a link to the website's social media pages
✓ Ans. : (a)
36. What is a backlink?
 (a) A link from one website to another
 (b) A link from one webpage to another page on the same website
 (c) A link from a website to its own homepage
 (d) A link from a website to a social media profile
✓ Ans. : (a)

Chapter Ends...

□□□

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