


RAN-2508000702030003
BBA (NCF-NEP) (Sem.-II) Examination November - 2025
Minor-Search Engine Optimization
સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book

Seat No.:

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Student's Signature

- Q.1. Answers the following (Any five) 10**
- How can press releases contribute to SEO?
 - What is local SEO?
 - What is mobile search optimization?
 - What is the difference between reciprocal and three-way links?
 - Explain the importance of an optimized title tag.
 - What does an anchor text do in SEO?
 - What is search engine indexing?
- Q.2. Explain Off-Page SEO and its importance. Discuss different link-building strategies, including reciprocal links, three-way links, purchased links, and trust rank. What are the risks associated with bad link-building practices? 14**
- OR**
- Q.2. Write the following Answers**
- Explain the role of search engine algorithms in website ranking. What factors influence these rankings?
 - Discuss common crawler issues in SEO. How can they be resolved to improve search engine ranking?
- Q.3. Explain the concept of SEO in detail. How do search engines work, and what is the role of crawlers, robots, and algorithms in search engine indexing and ranking? 14**
- OR**
- Q.3. Write the following Answers**
- What is Alexa ranking? How does it impact a website's SEO performance? 7
 - Explain how SEO is applied to mobile search. What factors should be considered for mobile optimization? 7
- Q.4. Write Short notes(Any three) 12**
- Contribution of Blogs in to SEO
 - Difference between Organic Search and Paid Search
 - Static v/s Dynamic Website
 - Content Management System
 - Role of robots.txt in SEO