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Date : 16 - July - 2021

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Q.1 - - - - - ?

1) ~~Types of searches~~ organic search and paid search

2) ~~SEO~~ stand for search engine optimization

3) ~~Digital marketing~~ utilizes internet and online based digital technologies

4) ~~SEO~~ is to attract visitors to your website

5) ~~Companies~~ communicate with their audience through email marketing.

6) ~~white hat~~ SEO works on ethically and genuinely.

7) ~~In on-page~~ SEO < HTML > tags are used.

Indexing  
8) ~~Google crawler~~ is the process of adding web pages into google search.

9) Robot.txt file is what tells the search engines which pages to access and index on your website and which not.

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(10) Favicon Means Favorite icon.

Q 2 - - - - -

1)   
 → True

2)   
 → false

3)   
 → False

4)   
 → True

5)   
 → True

6)   
 → True

7)   
 → False

8)   
 → False

9)   
 → False.

10)   
 → True.

- Q3. -----?
- 1) white hat SEO works on ethical and genuine.
  - 2) <Title> tag is used to displays the title of the documents.
  - 3) If the <HTML> tags are in website then on-page SEO ranking method is used.
  - 4) Broken links that send a message to its visitors that the webpage no longer exists.
  - 5) Back links are links that are directed towards your website.
  - 6) Emails are used to promote content, events, and discounts, and also to direct people toward the business website.
  - 7) Flash is an interactive media technology that makes sites more interesting.
  - 8) In which type of search an owner of the advertisement has to pay paid search.
  - 9) search engine or internet search engine is a software system.

- 10) Content marketing is used to generate brand awareness, lead generation, traffic growth, and customers.

Q.4. -----?

- 1) Valid types of searches are organic and paid.
- 2) Types of keyword long tail and short tail.
- 3) Types of SEO Black hat and white hat.
- 4) In mobile marketing SMS and MMS are used.
- 5) Marketing has always been about connecting with your audience in the right place and at the right time.
- 6) The paid advertisement of the google can be identified with keyword Ad and sponsored.
- 7) Traditional marketing is the use of Print ads and physical marketing.
- 8) Following are the major social media platforms Facebook and You tube.
- 9) Digital marketing is the used of internet and social media.

(15) The google analytics report contains the following Conversation and session

Q.5. - - - - - 9

- 1) Following are the channel in digitized marketing Email marketing, content marketing, mobile marketing.
- 2) Social media marketing includes following whatsapp, facebook, instagram
- 3) Content marketing is used generate lead generation, brand awareness and traffic growth.
- 4) Following tags are used in HTML Header <doctype html>, <title> and <meta>
- 5) In performance result following points are used Number of resources, page speed info and page size info.
- 6) Google analytics report contains following session duration, bounce rate and Users.
- 7) Valid approaches SEO to generate traffic to your website are on-page SEO, off-page SEO and technical SEO.

8) Following are the some of the ways to optimize the webpage for SEO links, html header and body content.

9) Traditional marketing include tangible items such as print ads, physical marketing and phone communication.

10) Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sale and drive website traffic.

Q6.

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| 'A'                       | 'Ans'                                                                             |
|---------------------------|-----------------------------------------------------------------------------------|
| 1) mobile marketing       | - <del>SMS &amp; MMS</del>                                                        |
| 2) PPC                    | - <del>pay per click</del>                                                        |
| 3) SEO                    | - <del>Boosting content</del>                                                     |
| 4) social media marketing | - Facebook, whatsapp                                                              |
| 5) E-mail marketing       | - <del>Generate brand awareness</del> Used Promote Content, events, and discount. |

Q.7

1) → i) In marketing channels there are 6 types

- ① SEO (search engine optimization)
- ② Mobile marketing
- ③ Email marketing
- ④ paid search
- ⑤ Content marketing
- ⑥ social media marketing.

### ① SEO

• SEO is process of boosting content and technical set up of the website so that it appears at the top of search. And SEO attract visitors to your website and provide products and services.

### ② Mobile marketing

• Mobile marketing nothing but with the help of SMS and MMS to in-app marketing there are many ways to go through with mobile marketing.

### ③ Email marketing

• Communicate with their audience through email. Email are used to promote content, event and discount.

#### ④ Paid search

• Paid search or pay per click is the advertising refers to the "Sponsored result" on the search engine results pages.

ex: you see the ~~lecture~~ then you see some ad and you click the ad then the owner of the advertisement pay the search it is called paid search

#### ⑤ Content marketing

• Content marketing promote the generate brand awareness, lead generation, traffic growth and customer.

#### ⑥ Social media marketing

• Social media marketing is the use of social media platforms and websites to promote a product or service

ex: facebook, instagram, whatsapp, youtube etc.

Q. 7.

2)

→ 1) There are three types of SEO

- ① on-page SEO
- ② off-page SEO
- ③ Technical SEO

### ① On-page SEO

• In on-page SEO html tags are used. The text inside the `< >` tells browser and search engine how to render the information between the tags. The reason it is called as on-page SEO.

### ② Off-page SEO

• off-page SEO is about everything that doesn't happen directly on your website. Is about among other things, link building, social media and local SEO.

### ③ Technical SEO

• Technical SEO is very important step in whole SEO process. Technical SEO is mobile friendliness and site speed, if your site looks bad on a mobile device search engines can detect that and lower its ranking on mobile specific search engines.