

This document is a part of Main Course File

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SARDARVALLABHBHAIPATELEDUICATIONSOCIETY  
MANAGED

**N.G.PATEL POLYTECHNIC**

**INFORMATIONTECHNOLOGY DEPARTMENT**

**ASSIGNMENTS**

**Course Name (With Code): Essentials of Digital Marketing(4341601)**

**Semester/Year: Fourth/Second**

**AssignmentNumber: 2<sup>nd</sup>**

**Assignment CO Number: 4341601.b**

<b>Sr.No.</b>	<b>Questions related to Course Outcomes</b>
<b>Part-A</b>	<b>Questions carrying 3 Marks</b>
1	What is Search Engine Optimization? Discuss its importance in today's marketing Environment.
2	Define: Search Engine. Explain how do search engines work?
3	Define: 1.Social Media 2.Social SEO
4	Explain how to differ SEO and SMO.
5	Define: Black Hat SEO and Explain Black Hat SEO techniques.
<b>Part-B</b>	<b>Questions carrying 4 Marks</b>
1	Define: White Hat SEO and Explain White Hat SEO techniques and tools.
2	Explain ways to maximize social media and SEO.
3	Explain Digital Marketing Plan.
4	Explain the major differences between on-page and off-page optimization.
5	Define: On-Page optimization and explain On-Page SEO factors (Techniques).
6	Give differences between Black Hat SEO and White Hat SEO
<b>Part-C</b>	<b>Questions carrying 7Marks</b>
1	How will you do off page optimization? OR Define: Off-Page optimization and explain Off-Page SEO factors (Techniques).
2	What is SEO ranking? Explain Important Factors for SEO ranking.
<b>Prepared By: N.C.Pandya</b>	<b>Signature of I/C Head of Department</b>