SHREE H. N. SHUKLA COLLEGE OF I.T. & MGMT.
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QUESTION BANK

STREAM: BCA/BSCIT   SEM 5   **SUB:** SEO   **MARKS**: 70

BCA SEM 5/BSCIT SEM 5 SEO QUESTON BANK

1) What is SEO and introduce its types?
2) What are the SEO tools do you use?
3) What do you mean by Back link?
4) What are out bound Links?
5) Can you tell me something about Googlebot?
6) What is Cross linking and what are the function of Cross linking?
7) What is the main purpose of using keyword in SEO?
8) Can you mention the functions of body content relevance?
9) What are Spiders, Robots and Crawlers and what are their functions?
10) What does it mean if nothing appears on doing search on the domain?
11) What is keyword stemming?
12) Name some SEO blogs that you frequently read?
13) What do you mean by Cloaking?
14) How many types of Meta Tags are there in SEO and what are their characters limits?
15) How many characters limits in Title tag?
16) What is Google Sandbox?
17) Tell me something about Black Hat SEO?
18) Name few Black Hat SEO techniques?
19) Can you differentiate between 'no follow' and 'do follow' link?
20) What is the difference between PR (page rank) and SERP (Search engine result page)?
21) Why the Title Tag in website is valuable?
22) What is considered as more significant, creating content or building back links?
23) Can you mention the difference between SEO and SEM?
24) What do you know about LSI?
25) How will you cross-check whether your SEO campaign is working or not?
26) What is the meaning of competitive analysis?
27) What will be your next steps if your SEO methods or technique does not work?
28) What is PPC?
29) What is 301 redirect?
30) What are Webmaster tools?

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31) What is keyword density and what is the formula for knowing keyword density?

32) What is robots.txt?

33) What will you do, for the company website you are working for, decides to move all the contents to new domain?

34) Can you optimize the website which has pages in millions?

35) What is the latest update in SEO?

36) What are the key aspects of Panda update?

37) What are the key aspects of Penguin update?

38) How will you neutralize a toxic link to your site?