



Search Engine Optimization (SEO)

Total Marks: 20

Answer the Following Questions:

1. What is SEO? Describe its importance in internet marketing. (3)
2. What are spiders, crawlers and bots? and how do they work? (4)
3. What is the difference between organic and paid searches? (4)
4. Name some popular search engines? Write brief description for each. (5)
5. What is the use of meta tags and keywords search in website ranking? (4)