

ASSESSMENT # 4**Total Marks: 30**

Answer the following questions:

- 1.** What is Search Engine Optimisation? Discuss in detail. (10)
- 2.** How might you optimise your keywords? (10)
- 3.** Explain the following terms briefly. (10)
 - a. Keywords
 - b. Search Terms
 - c. Tags
 - d. Metatags