

**Class :-12<sup>th</sup> Commerce**

**Information Technology**

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## **Exercise solution: Lesson No.2 Digital Marketing**

### **Q. 1 Fill in the blanks.**

1. Unpaid search is nothing but **Organic Search (SEO)** search.
2. Program used by search engines to collect data from the website is called as **crawlers**
3. Manipulating Google's algorithm to improve website rankings is **Black** hat SEO.

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### **Q. 2 State true or false.**

1. Digital Marketing requires physical market.  
**Ans: FALSE**
2. E commerce deals are carried out in physical market.  
**Ans: TRUE**
3. Digital marketing is carried out with the help of Portal.  
**Ans: TRUE**
4. In Digital marketing SEO means Special Executive Operations.  
**Ans: FALSE**
5. The paid advertisement on Google can be identified with 'paid' keyword.  
**Ans: TRUE**
6. To make the Traffic analysis SEO Technique is used.  
**Ans: FALSE**

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### **Q. 3 Multiple Choice Questions one Correct Answer.**

1. SEO relies on manipulating Google's algorithm to improve rankings.
  - a) Red Hat
  - b) White Hat
  - c) Green Hat
  - d) Black Hat**
2. To analyze the traffic coming to the Website ..... tool is used.
  - a) SEO optimizer

- b) Google analytics**
  - c) Go daddy
  - d.) Amazon
- 3. If the speed of displaying the website is slow then ranking method is used
  - a. technical**
  - b. on page
  - c. off page
  - d. load page

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#### Q.4 MultipleChoiceQuestion 2 correct answer.

1. .... and ..... techniques and strategies used to get higher search rankings on search engine.
  - a) White Hat**
  - b) Red Hat
  - c) Black Hat**
  - d) Green Hat
  - e) Blue Hat
2. The product of Google analytics was originally developed by company in year
  - a)Urchin**
  - b) 2005**
  - c) Google
  - d) 2008
  - e) Microsoft
3. Valid two types of keywords are .....and .....
  - a) long tail**
  - b) short tail**
  - c) small tail
  - d) big tail
  - e) lengthy tail

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#### Q.5 Multiple Choice Question 3 correct answer.

1. Marketing Channels in Digital Marketing are
  - a) Email marketing**
  - b) Content marketing**
  - c) Valid marketing
  - d) Mobile marketing**
  - e) on page marketing

- f) off page marketing
- 2. Valid approaches SEO to generate traffic to your website are , and .
  - a) **on-page SEO**
  - b) all-page SEO
  - c) **off-page SEO**
  - d) **technical SEO**
  - e) with-page SEO
  - f) online-page SEO

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**Q6. Answer the following.**

**1. Write short note on Channels in Digital marketing.**

**1. Search Engine Optimization :**

- SEO is the process of boosting content and technical set-up of the website so that it appear at the top of a search engine result for specific keywords.
- SEO is a technique used for: designing and developing a website be to rank high in search engine results.

**2. Mobile Marketing:** From SMS and MMS to in-app marketing, is a way to promote products or services through mobile devices.

**3. Email Marketing :**Companies communicate with their audience through email marketing. Emails are used to promote content, events, and discounts, and also to direct people toward the business' s website.

**4. Paid search or pay- per-click (PPC)** advertising refers to the "sponsored result" on the search engine results pages (SERP).With paid search, you only pay when your ad is clicked.

**5. Content Marketing :-**Content marketing is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online.

**6. Social media:-** Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic.

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**2. What are ways to rank website?**

**Ans: There are two ways to rank website**

- 1. one can pay and rank**

## 2. without payment -> SEO process. i.e. Organic Search

ORGANIC SEARCH	PAID SEARCH
Organic Search results appear in the middle of the page.	Paid Search results appear at the top of web page.
Organic Search gets less clicks.	Paid search gets more clicks.
Organic Search is a long process to get rank in one of the top positions.	By paying big amount, site can be ranked on top quickly.

3.

## 3. What do You Mean by Black Hat and White Hat SEO?

Techniques and strategies used to get higher search rankings, and breaking search engine rules are

- White Hat SEO : It uses Search engine- approved website optimization techniques.
    - Optimize for humans not search engines;
    - Create quality content that people actively want to read and share
    - Create a website for the right reasons!
    - To improve user experience ethically and genuinely
  - Black Hat SEO : Uses techniques that search engines do not approve.
    - Break or Bend search engine rules
    - SEO relies on manipulating Google's algorithm to improve rankings.
    - Hack into peoples' websites and copies contents similar to the original web site
    - The Google crawler reads the content and thinks the website is original one and it ranks the page
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## 4.. What is SEO Audit?

Ans : An SEO Audit helps to find out what could be done to improve ranking on search engines, so that consumers could find the website with greater simplicity. It analyses the websites health Eg - Seomator, SEOptimizer are few free SEO audit tools available on net.

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## **5. Explain On-Page,Off-page and Technical SEO**

**ANS: On-Page SEO** :-Concerned with information that is displayed to the end user, such as text images, and Website Navigation

**Off-Page SEO** is concerned with Website-Website relationship

- Do other websites refer to you
- do you refer to others?
- How good is your network

**Technical SEO** :- is refers to process optimize your site for crawling and indexing without any problem in search engine results. ex. Mobile friendly, Website speed etc.

## **6. Write Short note on Search Engine.**

- Search Engine is an online program or software that helps users to search for information on world wide web
  - The search results are generally presented in a line of results often referred to as Search Engine Results Pages (SERPs)
  - Crawler is a program used by search engines to collect data from the website
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## **7. What is digital Marketing?**

Ans : Digital Marketing is doing marketing of products ,services ,brands or people on internet using digital devices like laptops and mobile phones.

Examples of digital marketing include things like websites, social media mentions, YouTube videos, and banner ads. Specifically, digital. marketing is similar to traditional advertising, but using digital device.