

**SUB:** ADVANCED INTERNET PROGRAMMING  
**CLASS:** T.E. (I.T)

SEM: VI  
DISPLAY DATE: 16/03/2020

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- Q. 1) Discuss the procedure to measure the success rate of a website?
- Q.2) Discuss the steps to choose a web analytical tool?
- Q.3) Explain the semantic web architecture?
- Q.4) What is the role of Simple Protocol and RDF Query language?
- Q.5) List and explain analyzing the ranking factors in detail?
- Q.6) Describe the steps to create SEO plans prior to site development?
- Q.7) Describe the vertical search products offered by search engine?
- Q.8) Explain the steps to conduct a SWOT analysis for website/SEO?
- Q.9) What are the problems with bench marking the current ranking?
- Q.10) Explain the steps to create PPC advertising using Google Adwords

**Prof. Govind Wakure**  
**Subject In-charge**

**Submission Date**  
**23/03/2020**

**Note: - All of the AIP students please submit scan copy of your assignment No-2**