

Appendices

Questionnaire on Correlation of SEO with SERP

SEO is a complicated architecture and needs proper attention from organisation

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

SEO and SERP are interdependent variables

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Online presence is an indispensable element of contemporary trade

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Organic and Inorganic search results are variables for trade efficacy

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

SEO and SERP can together impact overall marketing.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

SEO and SERP are used by your organization in regular operations.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

SERP tool analysis helps in comparing websites with its competitors

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

The online advertising campaign can be influenced by SEO and SERP

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Coding skills are essential for SEO and SERP algorithms and interpretation

- Never
- Occasionally
- Sometimes
- Often
- Always

SEO and social media are interrelated

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Artificial Intelligence plays a very important role in SEO

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Web traffic is a major part of SEO

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

SEO and SERP enhance business profitability

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

The no-click search is one of the best features of SEO

- Never
- Occasionally
- Sometimes
- Often
- Always