Seat No.: Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA - SEMESTER-V • EXAMINATION - SUMMER 2017

Subject Code: 2650006 Subject Name: Web Searching Technology and Search Engine Optimization Time:02.30 pm to 05.00 pm Instructions: 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks.				
Q.2	(a) (b) (b)	Do as directed. 1. Give the full form of QDD. 2. Explain the business factors that affect the SEO plan in detail. Explain Eye tracking and Click tracking in detail with suitable figure. OR How to determining the searcher intent? Explain the different types of queries	01 06 07	
Q.3	(a) (b)	performed by the web searcher. Draw a layout of Google search engine results page and briefly explain any five section of it. Discuss the server and hosting issues that can negatively impact search engine rankings.	07	
Q.3	(a) (b)	OR What content cannot search engines "see" on a web page? Briefly explain the about Crawling, Indexing and Ranking process. Explain the elements of auditing an existing site to identify SEO problems in detail.	07	

Q.4	(a)	What is a keyword research? Describe any one keyword research tool used for	07
		SEO activities in detail.	
	(b)	Briefly describes the efforts which should be taken by SEO analyst for making	07
		the site accessible to search engines.	
		OR	
Q.4	(a)	Explain following.	07
		1. Long tail of the keyword demand curve	
		2. Seasonal Fluctuations in keyword demand	
	(b)	What is bot? When to show different content to engines and visitors?	07
Q.5	(a)	Briefly explain any seven tips for image search optimization.	07
•	(b)	Explain the tracking cycle for measuring success to the SEO process.	07
	. ,	OR	
Q.5	(a)	Briefly explain any seven tips for video search optimization.	07
	(b)	What is the formula for determining SEO project ROI? List down the action tracking for Ecommerce site, B2B sites and Blogs.	07
