Seat No.:	Enrolment No.

## GUJARAT TECHNOLOGICAL UNIVERSITY

MCA - SEMESTER- V• EXAMINATION - SUMMER 2017

Sul Op Tir	bject timi: ne:0: cruction 1.	Code: 650006  Name: Web Searching Technology and Search Engine  zation  2.30 pm to 05.00 pm  Total Marks:  Attempt all questions.  Make suitable assumptions wherever necessary.	
Q.1		Figures to the right indicate full marks.  Fill in the blanks  1 is mobile friendly algorithm of google.  2 is the example of meta search engine.  3 Code used for permanent redirection of any web page.  4. Maximum length of title tag should not exceed characters.  5. QDF means  6. Robot.txt file used for disallow any web page from  7 value of rel attribute used to cut off flow of link juice value from one web page to another.	07
	<b>(b)</b>	Describe Growth of Search Complexity also prove Dominance of Google.	07
Q.2	(a) (b)	What is clocking? In which situation clocking is required? What is mean by long tail keyword? What are the key performance indicators for long tail SEO?	07 07
	<b>(b)</b>	<b>OR</b> What are the different types of action tracking required for B2B, Blog and E-Commerce site?	07
Q.3	(a) (b)	How to do optimization for local search and image search? Comment on: "Determining Searcher Intent: A Challenge for Both Marketers and Search Engines"	07 07
		OR	
Q.3	(a)	1. Write note on eye tracking	03
	<b>(b)</b>	2. Explain Paid v/s natural search. Suggest which one is more preferable. What are the elements of a web page can crawl by spider and what are not problematic.	04 07
Q.4	(a)	What are the basic elements of SERP. Explain the different layout of search engines.	07
	(b)	What is SWOT analysis? Explain with example.  OR	07
Q.4	(a) (b)	Explain the advance search operators of Google search engine.  1. What are the business factors require to consider at the time of preparing SEO plan?  2. Explain SMART plan.	07 03 04
Q.5	(a) (b)	How to Audit a web site to find SEO problems? How keyword research tool is useful for SEO? Explain any one keyword research tool.	07 07

- (a) How you can utilize Leveraging Business Assets for SEO? **Q.5** 
  - **07** (b) What is XML sitemap? What is the use of sitemap? Give layout of XML **07** sitemap.

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