Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA - SEMESTER–V • EXAMINATION – SUMMER 2013

Subject Code: 650006 Date: 17-05-2013

Subject Name: Web Searching Technologies & Search Engine Optimization

Time: 02.30 pm - 05.00 pm Total Marks: 70

Instructions:

1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1	**(a)**	Explain the searcher's intent in detail by giving one example of query "session".	**07**
	(b)	(i) Explain business factors affecting SEO plan.	**04**
		(ii) What is Vertical search? Give examples of various vertical search products.	**03**
Q.2	**(a)**	Explain various elements of auditing an existing site to identify SEO problems.	**07**
	(b)	What content a search engine can "see" on a web page? Explain in detail.	**07**
		OR	
	(b)	Explain positive and negative ranking factors.	**07**
Q.3	**(a)**	Explain the importance of assessing historical progress of a website. How will you do?	**07**
	(b)	What is the importance of Keyword Research tool? Give detailed example of any one.	**07**
		OR	
Q.3	**(a)**	Explain the importance of Web Analytics tool. Give detailed example of any one.	**07**
	(b)	What is Keyword Research? What is the importance of it? Explain Long Tail of Keyword Demand Curve.	**07**
Q.4	**(a)**	Explain in detail: Techniques to make your site accessible to search engines.	**07**
	(b)	Explain: Optimization for Image Search.	**07**
		OR	
Q.4	**(a)**	Explain: Site architecture design principles.	**07**
	(b)	Explain: Optimizing for Local Search.	**07**
Q.5	**(a)**	Why tracking of results of SEO efforts is important? Explain the tracking cycle.	**07**
	(b)	Explain the increasing importance of Local, Mobile and Voice Recognition Search	**07**
		OR	
Q.5	**(a)**	Explain in detail: Ongoing Evolution of Search.	**07**
	(b)	Explain: Crawling, Indexing & Ranking	**07**

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