

GUJARAT TECHNOLOGICAL UNIVERSITY**MCA - SEMESTER-V • EXAMINATION – SUMMER • 2015****Subject Code: 2650006****Date: 08-05-2015****Subject Name: Web Searching Technologies and
Search Engine Optimization****Time: 02:30 pm to 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)** Fill in blanks with appropriate word **07**
1. Heat-map testing with search engine users to know fascinating results known as _____
 2. YARPP means _____
 3. Blended search is also called as _____
 4. Map prepared by search engine after detailed analysis of a web page it is known as _____
 5. Shingle means _____
 6. _____ tag is used to eliminating the duplicate pages.
 7. Use _____ file to block search engine spiders from crawling the web page
- (b)** Comment on: "Determining Searcher Intent: A Challenge for Both Marketers and Search Engines" **07**
- Q.2 (a)** Explain the Following terms **07**
1. rel=NoFollow attribute
 2. Meta Search
 3. PPC
 4. Snippet
 5. Vertical Search
 6. Long tail keyword
 7. Link Analysis
- (b)** Explain keyword cannibalization. Also discuss how to fix the problem of internal linking. **07**
- OR**
- (b)** Explain the importance of assessing historical progress of a website. How will you do? **07**
- Q.3 (a)** What is meant by Ranking Factors? What are the different types of ranking factors considered for SEO? Discuss any five of them **07**
- (b)** Explain business factors affecting SEO plan **07**
- OR**
- Q.3 (a)** What content a search engine can see on a web page? Explain in detail. **07**
- (b)**
1. SWOT Analysis **07**
 2. SMART plan

- Q.4 (a)** What is the importance of Keyword Research tool? Give detailed example of any one **07**
- (b)** What is cloaking? Explain with example. In which situation cloaking is required? **07**
- OR**
- Q.4 (a)** What is a Sitemap? How are they useful from SEO point of view? What should be included within a XML sitemap file and how can it be uploaded and managed? **07**
- (b)** How to determine keyword value and potential ROI **07**
- Q.5 (a)** How to optimize our web site for local search? What are the different types of business require this type of optimization? **07**
- (b)** What are the Key Performance Indicators for Long Tail SEO **07**
- OR**
- Q.5 (a)** Explain Optimization process for News, Blog and Feed Search **07**
- (b)** Explain the importance of Web Analytics tool. Give detailed example of any one. **07**
