

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**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**

\*\*\*\*\*