

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

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

# GUJARAT TECHNOLOGICAL UNIVERSITY

MCA - SEMESTER-V EXAMINATION – WINTER 2016

**Subject Code:2650006**

**Date: 24/11/2016**

**Subject Name: Web Searching Technologies and  
Search Engine Optimization**

**Time:10.30 AM TO 01.00 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 the blanks. **07**
- i). Search engines generate revenue primarily through paid advertising. The great majority of this revenue comes from \_\_\_\_\_ model.
  - ii). A page of search results delivered by a search engine is called as \_\_\_\_\_.
  - iii). \_\_\_\_\_ is the rate at which visitors get converted to customers or are moved a step closer to customer acquisition.
  - iv). The process of increasing the number of visitors to a website by achieving high rank in the search results returned by a search engine is referred as \_\_\_\_\_.
  - v). When a web page receives traffic as a result of a user clicking on a link on another web page, this is considered a \_\_\_\_\_.
  - vi). A \_\_\_\_\_ file placed in a website's root directory and linked in the HTML code that controls the behavior of search engine spiders on the site, or even denies them access.
  - vii). Google employs a different spider for the mobile web is referred as \_\_\_\_\_.
- (b)** Briefly explain following. **07**
- i). Term weighting
  - ii). Fuzzy logic
  - iii). Exact match
  - iv). Multivariate testing
  - v). Indexable Content
  - vi). Crawl budget
  - vii). Allow directive in robots.txt file
- Q.2 (a)** How SWOT and SMART analysis methods are helpful for planning and evaluation of an SEO project. (Figure required) **07**
- (b)** List the mission of the search engines. Explain how to determine the intent of the searcher by different types of queries with suitable example in detail. (Figure required) **07**
- OR**
- (b)** What is Ranking in SEO? Explain what content can search engines “see” on a web page to analysis it for crawling purpose in detail. **07**
- Q.3 (a)** List any eight elements of auditing an existing site to identify SEO problems. Explain any five of them in detail. **07**
- (b)** Describe long tail keyword curve and seasonal fluctuations in keyword demand in the sense of SEO with suitable example. (Figure preferable) **07**
- OR**
- Q.3 (a)** List any four tools which are useful for doing SEO activity. What is the usefulness of web analytics tools? Explain how SEO is affected by structural decisions in detail. **07**

- (b) List the any eight steps for beginning the keyword research process using the traditional approach and explain any five out of them in detail. **07**
- Q.4** (a) Define XML Sitemap. Where to upload it? In which situation it is require to manage and update? Briefly explain its important tags with proper example. **07**
- (b) Define Universal search. Explain the Image optimization tips in detail. **07**
- OR**
- Q.4** (a) Ministry of Tourism, Govt. of India wants to do SEO of their website for attract foreign users and so generate more traffic, as a SEO experts design Meta Keywords, Meta Description and Title tags for the said web site. List out the any four tips for designing a good SEO friendly Title tag keyword. **07**
- (b) List the examples of various Vertical search products. Describe the tips for optimizing the Product search. **07**
- Q.5** (a) What do you mean by attribution in terms of SEO? Explain the steps of tracking cycle to measure the SEO process in your site. **07**
- (b) Explain Eye tracking and Click tracking. Give difference between Natural and Paid search results. (Figure required) **07**
- OR**
- Q.5** (a) What do you mean by Link bait bump? Write the formula for calculating SEO revenue and SEO ROI. What types of actions should you be tracking on following category of website? **07**
- i). E-commerce site
  - ii). B2B site
  - iii). Blog
  - iv). Forum
- (b) Define Semantic connectivity. How can you measure content quality of your site? How search engines deals the problem words, disambiguation and diversity of terms in query. **07**

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