Seat No.: _____ Enrolment No._____

# GUJARAT TECHNOLOGICAL UNIVERSITY

**M.C.A.- SEMESTER – V • EXAMINATION – WINTER 2012**

**Subject code: 650006** **Date: 28-12-2012**

**Subject Name: Web Searching Technologies and Search Engine Optimization (WST-SEO)**

**Time: 10:30 am – 1:00 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)** | What are the factors consider by search engine for ranking the web sites? | **07** |
| | **(b)** | What is Keyword Cannibalization? How to avoiding Keyword Cannibalization? How to perform Content Optimization? | **07** |
| **Q.2** | **(a)** | As an SEO professional what are the elements need to consider at the time of auditing existing web site to find the SEO problems? | **07** |
| | **(b)** | 1. Eye tracking v/s click tracking<br>2. Paid v/s natural search | **07** |
| | | **OR** | |
| | **(b)** | Comment on : "Determining Searcher Intent: A Challenge for Both Marketers and Search Engines" | **07** |
| **Q.3** | **(a)** | Explain the Following terms:-<br>1. Blended Search 2. Meta Search<br>3. Semantic Connectivity 4. Link Analysis<br>5.Long tail keyword 6. Canonical tag<br>7.Snippets | **07** |
| | **(b)** | What are the factors need to consider for understanding our web-site audience? | **07** |
| | | **OR** | |
| **Q.3** | **(a)** | What are the basic elements of SERP. Explain the different layout of search engines | **07** |
| | **(b)** | 1. SWOT analysis 2. SMART Plan | **07** |
| **Q.4** | **(a)** | What clocking? Is clocking genuine describe with example. In which situations clocking is required? | **07** |
| | **(b)** | What are the steps need to follow for determining keyword value and ROI? | **07** |
| | | **OR** | |
| **Q.4** | **(a)** | Explain Root Domains, Subdomains, and Microsites and explain these terms in relation to SEO implementation. | **07** |
| **Q.4** | **(b)** | What are the different keyword research tools available in market? Explain any one. | **07** |
| **Q.5** | **(a)** | Explain Optimization process for News, Blog and Feed Search | **07** |
| | **(b)** | How we are getting Search More Personalized and User-Influenced | **07** |
| | | **OR** | |
| **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)** | Describe Growth of Search Complexity also prove Dominance of Google | **07** |

**********