

GUJARAT TECHNOLOGICAL UNIVERSITY**MCA - SEMESTER-V • EXAMINATION – WINTER 2013****Subject Code: 650006****Date: 29-11-2013****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) What is meant by Ranking Factors? What are the different types of ranking factors considered for SEO? Discuss any five of them. **07**

(b) How is SEO affected by technology decisions? Explain in detail. **07**

Q.2 (a) How to determine the intent of the searcher? What are the different types of queries they are using? **07**

(b) Answer in brief **07**

1) Which are the top search engines in United States, United Kingdom, Russia and China?

2) List 5 tags/locations on a page where employing a target keyword can have a positive effect on search engine rankings.

3) Why is canonical tag useful?

4) What is meant by 301 and 302 redirects?

5) Explain Eye Tracking.

6) What is semantic connectivity?

7) Explain the term : Document Analysis

OR

(b) 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**

Q.3 (a) List the elements of auditing a site for SEO and discuss about any six of them. **07**

(b) Explain the terms : **07**

1) Link Analysis

2) Blended Search

3) Vertical Search

4) Canonical Page

5) robot.txt

6) PPC

7) Keyword Research

OR

Q.3 (a) How SWOT business planning model is useful to analysis SEO project? **07**

(b) Explain keyword cannibalization. Also discuss how to fix the problem of internal linking. **07**

- Q.4** (a) Explain in detail the optimization of domain name and URLs. **07**
- (b) What is cloaking? Explain with example. In which situation cloaking is required? **07**
- OR**
- Q.4** (a) Describe Search engine process using Crawling, Indexing, and Ranking. Also Describe How search engine break up the page when process for crawling? **07**
- Q.4** (b) Discuss at length “Role of Long-tail keyword search in SEO” **07**
- Q.5** (a) What is meant by spiderable link structure? What are the reasons for having non-reachable pages in your web site? **07**
- (b) Adopting SEO is better option instead of Advertisement prove using Click Tracking and Eye Tracking. **07**
- OR**
- Q.5** (a) What type of information/data the search engines provide for keyword research? Discuss about any two keyword research tools available, the information they provide regarding keyword research and how that information is useful to SEO. **07**
- (b) What is local search? What is a local business profile and which additional sources of information are used to create the same? What role do they play in local search optimization? **07**
