Seat No.:	Enrolment No.
Deal NO	Emoment no.

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA - SEMESTER-V • EXAMINATION - WINTER • 2014

Date: 05-12-2014

Subject Code: 2650006

Subject Name: Web Searching Technologies and

Search Engine Optimization Time: 10:30 am - 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. 0.1 Fill in the blanks 07 (a) 1) Most relevant web pages in Blended Search is called _ 2) The blogosphere is a very dynamic part of the Web, which is always and 3) RSS stands for 4) _____ is a way to show the user where he is in the navigation hierarchy. 5) is first real Search Engine developed in 1993 by Matthew Gray. 6) Yahoo displays up to characters in Meta Description. 7) _____ file is useful tool for controlling what spiders are permitted to access on any site. Do as Directed 07 **(b)** 1) Define Shingles. 2) Write full form of sIFR. 3) What is A/B test? 4) Define Deep Links. 5) List out strategic goals SEO practitioners can full-fill. 6) List out any four content type which does not crawl by Search Engine. 7) Arrange this operation in their actual execution order. Ranking, Crawling, Indexing. (a) How the search engine help for Keyword Research? 07 **Q.2** 1. Write down steps for comprise search process 07 **(b)** 2. Write a note on URL Rewriting OR 1. Describe layout of SERP. (Take Google SERP as example) **07 (b)** 2. Write a note on URL Redirections List out and explain Technological Decisions for defining Site's Information 07 Q.3 (a) Architecture. Write a short note on SWOT analysis. Give any one example of SWOT analysis. **07 (b)** OR Write a short note on SMART Plan and give two example SMART objective. **07** Q.3 (a) **(b)** List out and explain Keyword Review steps. **07 Explain Q.4** (a) **07** 1) The rel="NoFollow" attribute 2) The canonical tag Write a detail not on Local Search Optimization. 07 **(b)** Write a detail note on Blog Search Optimization. **07 Q.4** (a)

	(b)	Write a detail note on Cloaking with Example.	07
Q.5	(a) (b)	Explain Domain Name Optimization in Detail. 1. Write a Short Note on Attribution	07 07
		2. Describe how we can determine Project ROI in SEO OR	
Q.5	(a) (b)	Describe How to Avoid Duplicate Content from any Site. Explain the Key Performance Indicators for Long Tail SEO.	07 07
