Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA - SEMESTER-V • EXAMINATION - WINTER • 2014

	U	Code: 650006 Date: 05-12-2014 Name: Web Searching Technologies and Search Engine Ontimization	
	tructio 1. 2.	Attempt all questions. Make suitable assumptions wherever necessary.	
3 1		Figures to the right indicate full marks.	07
Q.1	(a) (b)	How the people search explain it with session example 1. SWOT analysis 2. SMART plan	07 07
Q.2	(a)	Explain the Following Terms 1. Canonical Tag 2. PPC 2. Meta search 4. Snippets 5. Document Analysis 6. Vertical Search 7. Semantic connectivity	07
	(b)	 Explain paid v/s natural results Crawling v/s indexing 	07
		OR	
	(b)	Explain positive and negative ranking factors	07
Q.3	(a) (b)	Explain various elements of auditing an existing site to identify SEO problems What is the difference between long tail and short tail keyword? Explain with demand curve	
		OR	
Q.3	(a) (b)	What are the different types of business assets that can utilize for SEO? What is the importance of keyword research tool? Explain with one tool example	07 07
Q.4	(a) (b)	Write note on Flat Versus Deep Architecture Explain Optimization process for News, Blog and Feed Search	07 07
		OR	
Q.4	(a) (b)	What is microsite? When to use it? What are the reasons for not using it? Discuss Image Optimization for SEO	07 07
Q.5	(a) (b)	What is conversion and ROI? How we can calculate it. How we are getting Search More Personalized and User-Influenced	07 07
		OR	
Q.5	(a) (b)	How the ranking factor can use to measure success of SEO? What are the tools to measure it? How Search Engine Optimizer can survive under Increased Market Saturation	07 07
	(D)	and Competition	U/
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