

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

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

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MCA - SEMESTER- V EXAMINATION – SUMMER 2016**

**Subject Code: 2650006**

**Date: 11/05/ 2016**

**Subject Name: WEB SEARCHING TECHNOLOGIES & SEARCH  
ENGINE OPTIMIZATION (WST-SEO)**

**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) Do as directed. 07**
1. Search engine is \_\_\_\_\_. (Tool, Software, Website)
  2. In February 2008, Yahoo announced \_\_\_\_\_ search platform.
  3. Google use \_\_\_\_\_ bot for crawling mobile versions of pages.
  4. Define the word “Instant Answer”.
  5. Explain “–Keyword”.
  6. Describe the three primary use of Meta Description tag.
  7. Define “Shingles”.
- (b) State Whether true or false 07**
1. There is low synergy between natural and paid search.
  2. 302 redirection is used for permanent redirection.
  3. For good blog optimization, you should have one page which contain all author profile.
  4. 6<sup>th</sup> position in natural search result page is equal position to 3<sup>rd</sup> position in paid search result page.
  5. According to SEO practitioners, your site should have dynamic url.
  6. Quotation mark is used for exact match type.
  7. Links used in frame and iframe tag are considered by search engine in crawling process.
- Q.2 (a) Discuss the importance of auditing in existing site and also explain how we can audit an existing site. 07**
- (b) What are the different types of vertical search? Which search engine support it? 07**
- OR**
- (b) Describe the positive and negative ranking factor. 07**
- Q.3 (a) Discuss algorithm-based ranking system in detail. 07**
- (b) Discuss the importance of keyword research and also explain how we can use search engine as keyword research tool 07**
- OR**
- Q.3 (a) Explain the following concept: 04**
1. XML Sitemap file 04
  2. robot.txt file 03
- (b) Explain SEO for Raw traffic and also explain SEO for E-commerce. 07**
- Q.4 (a) Explain blog optimization. 07**

- (b) What is crawl error? Also explain how we can identify them? Is there any tool available for finding crawling error then define it. **07**

**OR**

- Q.4** (a) List out the Google advanced operator and explain any five with example. **07**

- (b) Explain the following concept:

1. SWOT Analysis **04**
2. SMART Method **03**

- Q.5** (a) Justify the sentence: “User interaction with search engine is multi step process”. **07**

- (b) Explain the following concept:

1. Explain the importance of spiderable link structure and also list out the reasons when page or link cannot be reachable by crawler. **04**
2. Explain Landing page optimization. **03**

**OR**

- Q.5** (a) Explain the optimization for Domain names or URLs. **07**

- (b) How search engine identify duplicate content. **07**

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