

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MCA - SEMESTER-V • EXAMINATION – SUMMER 2017

Subject Code: 2650006

Date: 06/06/2017

**Subject Name: Web Searching Technology and Search Engine
Optimization**

Time: 02.30 pm to 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) Fill in the blanks. 07**
1. When viewing a standard Google results page, users tended to create _____ pattern with their eye movements.
 2. In the search marketing field, the pages the engines return to fulfill a query are referred to as _____.
 3. _____ contain a detailed click-by-click history of all requests to your web server.
 4. When a search engine blocks your site from appearing in its search results is called as _____.
 5. Content on one web page that is similar or identical to that found on another website or page is referred as _____.
 6. The pages on a site that have been incorporated into a search engine's database is known as _____.
 7. KPIs stands for _____.
- (b) Define following terms. 07**
1. Conversion rate
 2. Blended search
 3. Ontology
 4. Organic search results
 5. Bounce rate
 6. Breadcrumbs
 7. Meta search
- Q.2 (a) Do as directed. 01**
1. Give the full form of QDD. **06**
 2. Explain the business factors that affect the SEO plan in detail. **07**
- (b) Explain Eye tracking and Click tracking in detail with suitable figure. 07**
- OR**
- (b) How to determining the searcher intent? Explain the different types of queries performed by the web searcher. 07**
- Q.3 (a) Draw a layout of Google search engine results page and briefly explain any five section of it. 07**
- (b) Discuss the server and hosting issues that can negatively impact search engine rankings. 07**
- OR**
- Q.3 (a) What content cannot search engines "see" on a web page? Briefly explain the about Crawling, Indexing and Ranking process. 07**
- (b) Explain the elements of auditing an existing site to identify SEO problems in detail. 07**

- Q.4 (a)** What is a keyword research? Describe any one keyword research tool used for SEO activities in detail. **07**
- (b)** Briefly describes the efforts which should be taken by SEO analyst for making the site accessible to search engines. **07**
- OR**
- Q.4 (a)** Explain following. **07**
1. Long tail of the keyword demand curve
 2. Seasonal Fluctuations in keyword demand
- (b)** What is bot? When to show different content to engines and visitors? **07**
- Q.5 (a)** Briefly explain any seven tips for image search optimization. **07**
- (b)** Explain the tracking cycle for measuring success to the SEO process. **07**
- OR**
- Q.5 (a)** Briefly explain any seven tips for video search optimization. **07**
- (b)** What is the formula for determining SEO project ROI? List down the action tracking for Ecommerce site, B2B sites and Blogs. **07**
