

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MCA - SEMESTER- 5 • EXAMINATION – SUMMER - 2016

Subject Code:650006

Date: 11/05/2016

Subject Name: Web Searching Technology and Search Engine Optimization

Time: 10:30 AM to 01:00

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 following blanks. 07**
- 1) To search for 1 km equals meter is a type of _____ query.
 - 2) In 2008 Google introduced a new concepts know as _____ which is universally known as _____
 - 3) Usually maximum length of site title should not exceed _____ characters
 - 4) KEI stands for _____
 - 5) QDF means _____
 - 6) _____ character is used for wildcard search.
 - 7) _____ search engine is widely used in Russia.
- (b) (i) Explain business factors affecting SEO plan. 04**
- (ii) Differentiate. Crawling v/s indexing 03**
- Q.2 (a) What is keyword cannibalization? How we can fix internal linking problem? 07**
- (b) Explain microsites. When should it use and not use? 07**
- OR**
- (b) Explain Flat v/s deep architecture. 07**
- Q.3 (a) What is clocking? Explain with example. In which situation clocking is required? 07**
- (b) What are the key performance indicators for long tail SEO? 07**
- OR**
- Q.3 (a) How to determine the intent of the searcher? What are the different types of queries they are using? 07**
- (b) What is meant by Ranking Factors? What are the different types of ranking factors considered for SEO? Discuss any five of them. 07**
- Q.4 (a) What is a Sitemap? How it is useful in SEO? What are the contents of an XML sitemap file? How can it be uploaded and managed? 07**
- (b) List the elements of auditing a site for SEO and discuss about any six of them. 07**
- OR**
- Q.4 (a) How SWOT business planning model is useful to analyze SEO project? 07**
- (b) Explain in detail the optimization of domain name and URLs. 07**
- Q.5 (a) Explain Optimization process for Mobile and Video search. 07**
- (b) Explain the importance of Web Analytics tool with any one detailed example. 07**
- OR**
- Q.5 (a) List and explain Structural Decisions for defining Site's Information Architecture. 07**
- (b) What are the different types of business assets that can utilize for SEO? 07**
