

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MCA - SEMESTER- V- EXAMINATION – WINTER - 2018

Subject Code:3650007

Date:26/11/ 2018

Subject Name: Search Engine Techniques (SET)

Time:10.30 am to 1.00 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)** Explain the following Terms **02**
1. Rel="nofollow" **02**
 2. Meta robots tag **01**
 3. Vertical search **02**
 4. Rewrite URL
- (b)** Fill in the blanks **07**
1. RSS stands for _____
 2. _____ file used to disallow any web page from crawling.
 3. _____ tag is used to eliminating the duplicate pages.
 4. _____ search engine has maximum market share.
 5. Blended search is also known as _____.
 6. _____ is the name of first search engine.
 7. _____ is the meta search engine example.
- Q.2 (a)**
1. Give any two examples of country specific search engine. **01**
 2. Give 5 examples of google vertical search engines. **02**
 3. How to optimize an image ? Give 5 tips for it. **03**
 4. What is Breadcrumb navigation? **01**
- (b)** How to determine the intent of the searcher? What are the different types of queries they are using? **07**
- OR**
- (b)** What is the need of SWOT analysis? How to do it? Explain with detail example. **07**
- Q.3 (a)** What is mean by keyword cannibalization? how to fix the problem of internal linking? **07**
- (b)** Explain positive and negative ranking factors that affect to the ranking of webpage in search engine results? **07**
- OR**
- Q.3 (a)** What content a search engine can "see" and "not see" on a web page? Explain in detail. **07**
- (b)** Explain advance search operators of google search engine with its use. **07**
- Q.4 (a)** What is XML sitemap? Give 2 examples of online tool available to create XML site map? How it is uploaded and managed? **07**
- (b)** Explain importance of keyword research tool with any one example. **07**
- OR**
- Q.4 (a)** What is clocking? In which situation clocking required ? **07**
- (b)** What is mean by spider able link structure? What are the reasons for having non reachable pages in your web site? **07**

- Q.5 (a)** How the action tracking report is useful? What are the types of actions should we track for following sites? **07**
1. B2B site
 2. Blog
 3. E-Commerce
- (b)** What is mean by Crawl Errors? How we can identify them ? Tool for find it **07**
- OR**
- Q.5 (a)** What are the different types of conversions perform on any web page ? What is ROI ? How to calculate project ROI? **07**
- (b)** Explain key performance indicator for long tail SEO. **07**
