

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA – SEMESTER – 5 • EXAMINATION – SUMMER 2018

Subject Code: 2650006

Date: 07-May-2018

Subject Name: Web Searching Technologies & Search Engine Optimization (WST-SEO)

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) Fill in the blanks** **07**
1. Search engine is a _____ (Tool, Software, Website)
 2. Google use _____ algorithm for crawling mobile versions of pages.
 3. _____ is first real Search Engine developed in 1993 by Matthew Gray.
 4. Yahoo displays up to _____ characters in Meta Description.
 5. _____ file is used for controlling what spiders are permitted to access on any site.
 6. _____ tag is used to eliminating the duplicate pages
 7. RSS stands for _____.
- (b) Explain following terms** **07**
1. Singles
 2. A/B Test
 3. Meta Search engine
 4. use of rel="nofollow"
 5. Robots <META> tag
 6. Long tail keyword
 7. Deep link
- Q.2 (a) What is meant by Ranking Factors? What are the different types of Ranking factors considered for SEO? Discuss any five of them.** **07**
- (b) Justify the sentence: "User interaction with search engine is multi step process". Explain with example.** **07**
- OR**
- (b) Explain paid v/s natural results. Which one is more preferable?** **07**
- Q.3 (a) How SWOT business planning model is useful to analysis SEO project?** **07**
- (b) Explain keyword cannibalization. Also discuss how to fix the problem of internal linking.** **07**
- OR**
- Q.3 (a) What type of information/data the search engines provide for keyword research? Discuss about any two keyword research tools available, the information they provide regarding keyword research and how that information is useful to SEO.** **07**
- (b) Explain the importance of Web Analytics tool. Give detailed example of any one.** **07**
- Q.4 (a) What is the importance of Keyword Research tool? Give detailed example of any one.** **07**

- (b) What is a Sitemap? How are they useful from SEO point of view? What should be included within a XML sitemap file and how can it be uploaded and managed? **07**

OR

- Q.4** (a) What are the different types of vertical search? Which search engine support to it. **07**
(b) What is cloaking? Explain with example. In which situation cloaking is required? **07**
- Q.5** (a) What is local search? What is a local business profile and which additional sources of information are used to create the same? What role do they play in local search optimization? **07**
(b) Why tracking of results of SEO efforts is important? Explain the tracking cycle **07**

OR

- Q.5** (a) Explain: Optimization for Image Search. **07**
(b) Why tracking of results of SEO efforts is important? Explain the tracking cycle **07**
