

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

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

## GUJARAT TECHNOLOGICAL UNIVERSITY

MCA – SEMESTER-V – • EXAMINATION – SUMMER - 2019

**Subject Code: 2650006**

**Date: 08/05/2019**

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

**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)** Fill in blanks with appropriate word. **07**
1. Blended search is also called as \_\_\_\_\_
  2. RSS stands for \_\_\_\_\_.
  3. Search engine is \_\_\_\_\_.
  4. A page of search results delivered by a search engine 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. Map prepared by search engine after detailed analysis of a web page it is known as \_\_\_\_\_.
  7. \_\_\_\_\_ is a way to show the user where he is in the navigation hierarchy.
- (b)** What do you mean by SEO? How it is important? Explain different types of queries with suitable example. **07**
- Q.2 (a)** Explain keyword cannibalization. Also discuss how to fix the problem of internal linking. **07**
- (b)** Discuss the importance of auditing in existing site and also explain how we can audit an existing site. **07**
- OR**
- (b)** How SWOT and SMART analysis methods are helpful for planning and evaluation of an SEO project. **07**
- Q.3 (a)** Explain Eye tracking and Click tracking in detail with suitable figure. **07**
- (b)** Comment on: "Determining Searcher Intent: A Challenge for Both Marketers and Search Engines" **07**
- OR**
- Q.3 (a)** Describe the positive and negative ranking factor. **07**
- (b)** What is cloaking? Explain with example. In which situation cloaking is required? **07**
- Q.4 (a)** Define Semantic connectivity. How can you measure content quality of your site? How search engines deal the problem words, disambiguation and diversity of terms in query. **07**
- (b)** Explain SEO for Raw traffic and also explain SEO for E-commerce. **07**
- OR**
- Q.4 (a)** Define Universal search. Explain the Image optimization tips in detail. **07**
- (b)** How to determine keyword value and potential ROI. **07**
- Q.5 (a)** Explain: Optimization for Local Search. **07**
- (b)** What is the formula for determining SEO project ROI? List down the action tracking for Ecommerce site, B2B sites and Blogs. **07**
- OR**
- Q.5 (a)** Explain: Video Search Optimization. **07**
- (b)** Describe How to Avoid Duplicate Content from any Site. **07**

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