

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA - SEMESTER- V • EXAMINATION – WINTER 2015

Subject Code: 2650006

Date: 08/12/2015

Subject Name: Web Searching Technologies & 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) What do you mean by SEO? How it is important? Explain different types of queries with suitable example. **07**
- (b) Explain following with example **07**
1. “nofollow” attribute (2 marks)
 2. Rewrite URL (2 marks)
 3. Canonical tag (2 marks)
 4. Meta tag (1 marks)
- Q.2**
- (a) Explain Following Terms: **07**
- 1) SWFObject
 - 2) 301 redirect
 - 3) Breadcrumb navigation
 - 4) NoScript tags
 - 5) Blended Search
 - 6) Document Analysis
 - 7) Snippets
- (b) Explain keyword cannibalization. Also discuss how to fix the problem of internal linking **07**
- OR**
- (b) Explain the importance of Web Analytics tool. Give detailed example of any one **07**
- Q.3**
- (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.3**
- (a) Explain Root Domains, Subdomains, and Microsites and explain these terms in relation to SEO implementation **07**
- (b) What is cloaking? Explain with example. In which situation cloaking is required? **07**
- Q.4**
- (a) 1. What are the different strategic goals that SEO can fulfill? **07**
2. Explain business factors affecting SEO plan
- (b) What is meant by Ranking Factors? What are the different types of Ranking factors considered for SEO? Discuss any five of them. **07**
- OR**
- Q.4**
- (a) How SWOT business planning model is useful to analysis SEO project? Explain with example **07**
- (b) What content a search engine can “see” on a web page? Explain in detail **07**

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| Q.5 | (a) | Explain: Optimization for Image Search. | 07 |
| | (b) | Explain the track cycle to measure the SEO progress? How to measure the search | 07 |
| OR | | | |
| Q.5 | (a) | Explain: Optimization for Local Search. | 07 |
| | (b) | What are the key performance indicator for long tail keyword | 07 |
