

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA - SEMESTER-V • EXAMINATION – SUMMER • 2015

Subject Code: 650006

Date: 08-05-2015

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

Time: 02:30 pm to 05:00 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)** Answer the following **07**
- (1) Explain the term: Search Engine Optimization.
 - (2) Explain the term: Internal Link.
 - (3) Explain the term: Semantic Connectivity.
 - (4) _____ is used to check no. of visitors of a website.
 - (5) A Brand Name of Product will change the SEO Plan (True/False).
 - (6) Maximum Number of Internal Link (Google Guideline) should be _____.
 - (7) A SEO work should be done before giving title of website (True/False).
- (b)** Answer the following **07**
- (1) What is log file?
 - (2) What is meaning of Citation?
 - (3) What is meaning of Shared IP?
 - (4) What is meaning of Cross Link Relevant Content?
 - (5) Full Form of ROI.
 - (6) Full form of SMART.
 - (7) What is meaning of Breadcrumb Navigation?
- Q.2 (a)** What is mean by Crawler and how it works? What are the elements of the web page see by the crawler and what are ignored? **07**
- (b)** List and Explain Positive and Negative Ranking Factors. **07**
- OR**
- (b)** List and Explain the types of Queries and adaptive search with example. **07**
- Q.3 (a)** What are the strategic goals SEO can fulfill? **07**
- (b)** List and Explain major element of SEO Planning. **07**
- OR**
- Q.3 (a)** List out and explain Structural Decisions for defining Site's Information Architecture. **07**
- (b)** What clocking? In which situations clocking is required? Discuss ethical and unethical situations of clocking. Explain it with example. **07**
- Q.4 (a)** What does mean by keyword research? Differentiate between Long Tail Keyword and Short Tail Keyword with example. **07**
- (b)** Differentiate between Flat and Deep Architecture. **07**
- OR**
- Q.4 (a)** What is Keyword Cannibalization? How to Perform Content and FLASH Optimization. **07**
- (b)** What is mean by Root Domains, Subdomains, and Microsites? Explain these terms in relation to SEO implementation with example. **07**
- Q.5 (a)** Explain Optimization process for Mobile and Video search. **07**
- (b)** What's a Cookie? What is session id? Why Would Want to Use Cookies or **07**

Session IDs to Control Search Engine Access?

OR

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|------------|---|-----------|
| Q.5 | (a) Explain the track cycle to measure the SEO progress. | 07 |
| | (b) What is conversion and ROI? How we can calculate it. | 07 |
