

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MCA - SEMESTER- V • EXAMINATION – SUMMER 2017

Subject Code: 650006

Date: 06/06/2017

**Subject Name: Web Searching Technology 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) Fill in the blanks** **07**
1. _____ is mobile friendly algorithm of google.
 2. _____ is the example of meta search engine.
 3. _____ Code used for permanent redirection of any web page.
 4. Maximum length of title tag should not exceed _____ characters.
 5. QDF means _____.
 6. Robot.txt file used for disallow any web page from _____.
 7. _____ value of rel attribute used to cut off flow of link juice value from one web page to another.
- (b) Describe Growth of Search Complexity also prove Dominance of Google.** **07**
- Q.2 (a) What is clocking? In which situation clocking is required?** **07**
- (b) What is mean by long tail keyword? What are the key performance indicators for long tail SEO?** **07**
- OR**
- (b) What are the different types of action tracking required for B2B, Blog and E-Commerce site?** **07**
- Q.3 (a) How to do optimization for local search and image search?** **07**
- (b) Comment on : “Determining Searcher Intent: A Challenge for Both Marketers and Search Engines”** **07**
- OR**
- Q.3 (a) 1. Write note on eye tracking** **03**
- 2. Explain Paid v/s natural search. Suggest which one is more preferable.** **04**
- (b) What are the elements of a web page can crawl by spider and what are not problematic.** **07**
- Q.4 (a) What are the basic elements of SERP. Explain the different layout of search engines.** **07**
- (b) What is SWOT analysis? Explain with example.** **07**
- OR**
- Q.4 (a) Explain the advance search operators of Google search engine.** **07**
- (b) 1. What are the business factors require to consider at the time of preparing SEO plan?** **03**
- 2. Explain SMART plan.** **04**
- Q.5 (a) How to Audit a web site to find SEO problems?** **07**
- (b) How keyword research tool is useful for SEO ? Explain any one keyword research tool.** **07**

OR

- Q.5** **(a)** How you can utilize Leveraging Business Assets for SEO? **07**
(b) What is XML sitemap? What is the use of sitemap? Give layout of XML **07**
sitemap.
