

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA - SEMESTER-V • EXAMINATION – WINTER • 2014

Subject Code: 650006

Date: 05-12-2014

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

Time: 10:30 am - 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) How the people search explain it with session example **07**
(b) 1. SWOT analysis 2. SMART plan **07**

Q.2 (a) Explain the Following Terms **07**
1. Canonical Tag 2. PPC
2. Meta search 4. Snippets
5. Document Analysis 6. Vertical Search
7. Semantic connectivity

(b) 1. Explain paid v/s natural results **07**
2. Crawling v/s indexing

OR

(b) Explain positive and negative ranking factors **07**

Q.3 (a) Explain various elements of auditing an existing site to identify SEO problems **07**
(b) What is the difference between long tail and short tail keyword? Explain with demand curve **07**

OR

Q.3 (a) What are the different types of business assets that can utilize for SEO? **07**
(b) What is the importance of keyword research tool? Explain with one tool example **07**

Q.4 (a) Write note on Flat Versus Deep Architecture **07**
(b) Explain Optimization process for News, Blog and Feed Search **07**

OR

Q.4 (a) What is microsite? When to use it? What are the reasons for not using it? **07**
(b) Discuss Image Optimization for SEO **07**

Q.5 (a) What is conversion and ROI? How we can calculate it. **07**
(b) How we are getting Search More Personalized and User-Influenced **07**

OR

Q.5 (a) How the ranking factor can use to measure success of SEO? What are the tools to measure it? **07**
(b) How Search Engine Optimizer can survive under Increased Market Saturation and Competition **07**
