

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA - SEMESTER- V • EXAMINATION – WINTER 2015

Subject Code: 650006

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) Explain the searcher's intent in detail by giving one example of query "session". **07**
- (b) (i) Explain business factors affecting SEO plan. **04**
(ii) What is Vertical search? Give examples of various vertical search products. **03**

- Q.2** (a) Explain various elements of auditing an existing site to identify SEO problems. **07**
- (b) What content a search engine can "see" on a web page? Explain in detail. **07**

OR

- (b) Explain positive and negative ranking factors. **07**
- Q.3** (a) Explain the importance of assessing historical progress of a website. How will you do? **07**
- (b) What is the importance of Keyword Research tool? Give detailed example of any one. **07**

OR

- Q.3** (a) Explain the importance of Web Analytics tool. Give detailed example of any one. **07**
- (b) What is Keyword Research? What is the importance of it? Explain Long Tail of Keyword Demand Curve. **07**

- Q.4** (a) Explain in detail: Techniques to make your site accessible to search engines. **07**
- (b) Explain: Optimization for Image Search. **07**

OR

- Q.4** (a) Explain: Site architecture design principles. **07**
- (b) Explain: Optimizing for Local Search. **07**

- Q.5** (a) Why tracking of results of SEO efforts is important? Explain the tracking cycle. **07**
- (b) Explain the increasing importance of Local, Mobile and Voice Recognition Search **07**

OR

- Q.5** (a) Explain in detail: Ongoing Evolution of Search. **07**
- (b) Explain: Crawling, Indexing & Ranking **07**
