

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

# GUJARAT TECHNOLOGICAL UNIVERSITY

MCA- V<sup>th</sup> SEMESTER-EXAMINATION –JUNE - 2012

**Subject code: 650006**

**Date: 14/06/2012**

**Subject Name:** Web searching technologies & search Engine Optimization (WST-SEO)

**Time: 02:30 pm – 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) How to determine the intent of the searcher? What are the different types of queries they are using? **07**  
(b) What is SEO? How to audit the website to identify the SEO problem? **07**

- Q.2** (a) Attempt the following.  
i) SMART analysis **04**  
ii) Crawling v/s indexing **03**

- (b) What are the different types of vertical search? Which search engines support it. **07**

**OR**

- (b) What are the different strategic goals that SEO can fulfill? **07**

- Q.3** (a) What are the different types of business assets that can utilize for SEO? **07**  
(b) What is mean by keyword cannibalization? How we can fix internal linking problem **07**

**OR**

- Q.3** (a) Explain the optimal information architecture **07**  
(b) What is mean by microsites? When should it use and not use? **07**

- Q.4** (a) Flat v/s deep architecture **07**  
(b) What are the factors to be considered for optimize domain name? **07**

**OR**

- Q.4** (a) What is clocking? Explain with example. In which situation clocking is required. **07**  
(b) How to measure the value of the link for our site? **07**

- Q.5** (a) Describe the importance of new search trend **07**  
(b) What are the key performance indicators for long tail SEO **07**

**OR**

- Q.5** (a) What is conversion and ROI? How we can calculate it. **07**  
(b) How search engine can survive under increased market saturation and completion? **07**

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