

GUJARAT TECHNOLOGICAL UNIVERSITY**MCA - SEMESTER-V- EXAMINATION – WINTER 2018****Subject Code: 2650006****Date: 26/11/2018****Subject Name: Web Searching Technologies & Search Engine Optimization****Time: 10.30 am to 1.00 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. ROI is Stand for_____.
 2. In February 2008, Yahoo announced _____ search platform.
 3. When viewing a standard Google results page, users tended to create _____ pattern with their eye movements.
 4. Google and Yahoo Supports___ and___ characters in meta description tag.
 5. Full form of QDF.
 6. Meaning of citation is
 7. As per the google maximum number of internal links should be.....
- (b)** Explain the Following terms:- **07**
- | | |
|---------------------------|------------------|
| 1. rel=NoFollow Attribute | 2. sIFR |
| 3. SWF object | 4. Link Analysis |
| 5. A/B Test | 6. Canonical tag |
| 7. Snippet | |
- Q.2 (a)** What is Search Engine Optimization? Explain the different types of queries performed by the web searcher. **07**
- (b)** What are the different strategic goals that SEO can fulfill? **07**
- OR**
- (b)** How SWOT and SMART analysis methods are helpful for planning and evaluation of an SEO project. **07**
- Q.3 (a)** List Keyword Research tool. Explain any one in detailed. **07**
- (b)** List and Explain elements of auditing an existing site to identify SEO problems.(Explain Any Five) **07**
- OR**
- Q.3 (a)** What is cloaking? Explain with example. In which situation cloaking is required? **07**
- (b)** What's a Cookie? What is session id? Why Would Want to Use Cookies or Session IDs to Control Search Engine Access? **07**
- Q.4 (a)** Explain in detail. Flat v/s deep architecture. **07**
- (b)** Explain Optimization process for News, Blog and Feed Search. **07**
- OR**
- Q.4 (a)** Explain Root Domains. Subdomains, and Microsites and explain these terms in relation to SEO implementation **07**
- (b)** List out and explain Technological Decisions for defining Site's Information Architecture. **07**
- Q.5 (a)** What content a search engine can "see" on a web page? Explain in detail **07**
- (b)** Write a detail not on Local Search Optimization. **07**
- OR**
- Q.5 (a)** Write a Note on XML sitemap File with Example. **07**
- (b)** What is Vertical search? Give examples of various vertical search Products. **07**
