Seat No.:	Enrolment No.
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GUJARAT TECHNOLOGICAL UNIVERSITY

MCA - SEMESTER- V • EXAMINATION – WINTER 2015

Sub Tin	Subject Code: 2650006 Subject Name: Web Searching Technologies & Search Engine Optimization Time: 10.30 AM TO 01.00 PM Total Marks: 7 Instructions:		
	1. 2.	Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks.	
Q.1	(a)	What do you mean by SEO? How it is important? Explain different types of queries with suitable example.	07
	(b)	Explain following with example 1. "nofollow" attribute (2 marks) 2. Rewrite URL (2 marks) 3. Canonical tag (2 marks) 4. Meta tag (1 marks)	07
Q.2	(a)	Explain Following Terms: 1) SWFObject 2) 301 redirect 3) Breadcrumb navigation 4) NoScript tags 5) Blended Search 6) Document Analysis 7) Snippets	07
	(b)	Explain keyword cannibalization. Also discuss how to fix the problem of internal linking	07
	(b)	OR Explain the importance of Web Analytics tool. Give detailed example of any one	07
Q.3	(a)	What is the importance of Keyword Research tool? Give detailed example of any one	07
	(b)	What is a Sitemap? How are they useful from SEO point of view? What should be included within a XML sitemap file and how can it be uploaded and managed?	07
		OR	
Q.3	(a)	Explain Root Domains. Subdomains, and Microsites and explain these terms in relation to SEO implementation	07
	(b)	What is cloaking? Explain with example. In which situation cloaking is required?	07
Q.4	(a)	 What are the different strategic goals that SEO can fulfill? Explain business factors affecting SEO plan 	07
	(b)	What is meant by Ranking Factors? What are the different types of Ranking factors considered for SEO? Discuss any five of them. OR	07
Q.4	(a)	How SWOT business planning model is useful to analysis SEO project? Explain with example	07
	(b)	What content a search engine can "see" on a web page? Explain in detail	07

Q.5	(a)	Explain: Optimization for Image Search.	07
	(b)	Explain the track cycle to measure the SEO progress? How to measure the	07
		search	
		OR	
Q.5	(a)	Explain: Optimization for Local Search.	07
	(b)	What are the key performance indicator for long tail keyword	07
