

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MCA SEM-V Examination- Dec.-2011

Subject code: 650006

Date: 19/12/2011

Subject Name: Web Searching Technologies & Search Engine Optimization (WST-SEO)

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) Explain Keyword Cannibalization and fixing Internal linking problems. **07**
(b) Explain Auditing an existing website. **07**

- Q.2** (a) How SEO deal with following situations? **07**
- Trends of keyword
- Seasonal Fluctuations in keyword demand
- Long Tail keyword
(b) How Search Engine Optimizer can survive under Increased Market Saturation and Competition? **07**

OR

- (b) How we can say google is taking search engine business seriously? What are the predictions of futuristic search engine functionality? **07**

- Q.3** (a) Adopting SEO is better option instead of Advertisement prove using Click Tracking and Eye Tracking **07**
(b) How SWOT business planning model is useful to analysis SEO project? **07**

OR

- Q.3** (a) Describe Search engine process using Crawling, Indexing, and Ranking. Also Describe How search engine break up the page when process for crawling? **07**
(b) Describe Positive and Negative Ranking Factors **07**

- Q.4** (a) What is conversion and RIO? Explain ROI calculation using conversion data with example. **07**
(b) Discuss Image Optimization for SEO. **07**

OR

- Q.4** (a) How SEO progress and conversion is monitored in verity of websites like e-commerce, B2B, Blog, Forum? **07**
(b) What is Leveraging Business Assets? How it could useful for SEO? **07**

- Q.5** (a) What is Blended Search? What aspects required taking care so that website pages could come under blended results? **07**
(b) Explain robots.txt and .htaccess file with five usage examples. **07**

OR

- Q.5** (a) Discuss domain name/ URLs optimizations aspects. **07**
(b) What is Clocking? Discuss ethical and unethical situations of clocking. And give some popular website examples which are using ethical clocking. **07**
