

GUJARAT TECHNOLOGICAL UNIVERSITY**MCA - SEMESTER-V • EXAMINATION – WINTER • 2014****Subject Code: 2650006****Date: 05-12-2014****Subject Name: Web Searching Technologies and
Search Engine Optimization****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)** Fill in the blanks **07**
- 1) Most relevant web pages in Blended Search is called _____.
 - 2) The blogosphere is a very dynamic part of the Web, which is always _____ and _____
 - 3) RSS stands for _____.
 - 4) _____ is a way to show the user where he is in the navigation hierarchy.
 - 5) _____ is first real Search Engine developed in 1993 by Matthew Gray.
 - 6) Yahoo displays up to _____ characters in Meta Description.
 - 7) _____ file is useful tool for controlling what spiders are permitted to access on any site.
- (b)** Do as Directed **07**
- 1) Define Shingles.
 - 2) Write full form of sIFR.
 - 3) What is A/B test?
 - 4) Define Deep Links.
 - 5) List out strategic goals SEO practitioners can full-fill.
 - 6) List out any four content type which does not crawl by Search Engine.
 - 7) Arrange this operation in their actual execution order.
Ranking, Crawling, Indexing.
- Q.2 (a)** How the search engine help for Keyword Research? **07**
- (b)** **07**
1. Write down steps for comprise search process
 2. Write a note on URL Rewriting
- OR**
- (b)** **07**
1. Describe layout of SERP. (Take Google SERP as example)
 2. Write a note on URL Redirections
- Q.3 (a)** List out and explain Technological Decisions for defining Site's Information Architecture. **07**
- (b)** Write a short note on SWOT analysis. Give any one example of SWOT analysis. **07**
- OR**
- Q.3 (a)** Write a short note on SMART Plan and give two example SMART objective. **07**
- (b)** List out and explain Keyword Review steps. **07**
- Q.4 (a)** Explain **07**
- 1) The rel="NoFollow" attribute
 - 2) The canonical tag
- (b)** Write a detail not on Local Search Optimization. **07**
- OR**
- Q.4 (a)** Write a detail note on Blog Search Optimization. **07**

- (b) Write a detail note on Cloaking with Example. 07
- Q.5 (a) Explain Domain Name Optimization in Detail. 07
- (b) 1. Write a Short Note on Attribution 07
2. Describe how we can determine Project ROI in SEO
- OR**
- Q.5 (a) Describe How to Avoid Duplicate Content from any Site. 07
- (b) Explain the Key Performance Indicators for Long Tail SEO. 07
