

GUJARAT TECHNOLOGICAL UNIVERSITY**M.C.A.- SEMESTER – V • EXAMINATION – WINTER 2012****Subject code: 650006****Date: 28-12-2012****Subject Name: Web Searching Technologies and
Search Engine Optimization (WST-SEO)****Time: 10:30 am – 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) What are the factors consider by search engine for ranking the web sites? **07**
(b) What is Keyword Cannibalization? How to avoiding Keyword Cannibalization? How to perform Content Optimization? **07**
- Q.2** (a) As an SEO professional what are the elements need to consider at the time of auditing existing web site to find the SEO problems? **07**
(b) 1. Eye tracking v/s click tracking **07**
2. Paid v/s natural search

OR

- (b) Comment on : “Determining Searcher Intent: A Challenge for Both Marketers and Search Engines” **07**
- Q.3** (a) Explain the Following terms:- **07**
1. Blended Search 2. Meta Search
3. Semantic Connectivity 4. Link Analysis
5. Long tail keyword 6. Canonical tag
7. Snippets
- (b) What are the factors need to consider for understanding our web-site audience? **07**

OR

- Q.3** (a) What are the basic elements of SERP. Explain the different layout of search engines **07**
(b) 1. SWOT analysis 2. SMART Plan **07**
- Q.4** (a) What clocking? Is clocking genuine describe with example. In which situations clocking is required? **07**
(b) What are the steps need to follow for determining keyword value and ROI? **07**

OR

- Q.4** (a) Explain Root Domains, Subdomains, and Microsites and explain these terms in relation to SEO implementation. **07**
- Q.4** (b) What are the different keyword research tools available in market? Explain any one. **07**
- Q.5** (a) Explain Optimization process for News, Blog and Feed Search **07**
(b) How we are getting Search More Personalized and User-Influenced **07**

OR

- Q.5** (a) How to optimize our web site for local search? What are the different types of business require this type of optimization? **07**
(b) Describe Growth of Search Complexity also prove Dominance of Google **07**
