

GUJARAT TECHNOLOGICAL UNIVERSITY**MCA – SEMESTER –V • EXAMINATION – SUMMER 2018****Subject Code: 3650007****Date: 07-May-2018****Subject Name: Search Engine Techniques (SET)****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.**

Q1 (a). Answer the following:

1. Which are the three basic expectations of a user regarding the result of a search query given to search engine? [3]
2. Mention the name of any three general purpose web search engines. [3]
3. What is the full form of SERP? [1]

Q1 (b). Answer the following:

1. Explain very briefly the concept of crawling, indexing and ranking. [3]
2. Briefly explain the concept of Universal/Blended Search with example. [3]
3. What is meant by 'ORGANIC' search result? [1]

Q2 (a).. Answer the following:

1. Mention any three aspects of a web page which a search engine finds difficult to process and understand. [3]
2. Mention and very briefly explain any three major business factors which affects SEO. [3]
3. Very briefly explain what is meant by SWOT analysis? [1]

Q2 (b). Answer the following:

1. Mention any three 'Page Ranking' factors and explain them very briefly. [3]
2. Mention and very briefly explain any three negative page ranking factors. [3]
3. Mention the name of any one popular country specific search engine. [1]

OR

Q2 (b). Answer the following:

1. Mention and very briefly explain any three types of changes in a web-site which might affect its SEO strategy. [3]
2. Mention and very briefly explain any three major server/hosting issues which have negative impact on ranking of given website. [3]
3. What is meant by "Reverse Search"? Give example. [1]

Q3 (a).. Answer the following:

1. Explain any three techniques to extract long tail terms from relevant web pages. [3]
2. Explain "Long Tail of Search" with appropriate diagram/graph. [3]

3. Briefly explain Seasonal Fluctuations in Keyword Demand with example. [1]

Q3 (b). Answer the following:

1. Mention any three benefits of having XML sitemaps for a web-site. [3]
2. What is meant by root domain, sub-domain and sub-folder with respect to web-site architecture? [3]
3. Mention any one major functional difference between robots.txt and sitemaps.xml file. [1]

OR

Q3 (a).. Answer the following:

1. Mention any three methods/steps involved in generating keywords important for your web-site. [3]
2. Explain any three methods/steps involved in doing competitive analysis which helps your own SEO for your web-site. [3]
3. Mention the names of any two keyword research tools. [1]

Q3 (b). Answer the following:

1. Mention any three reasons why one may choose not go for .com domain for his web-site? [3]
2. Mention any three techniques to optimize domain name. [3]
3. Very briefly explain what is a: Micro-Site. [1]

Q4 (a). Answer the following:

1. Mention any three techniques to create an appropriate URL. [3]
2. Mention any three reasons why a user's web browsing experience on Smart Phone is different from a PC. [3]
3. What is meant by 'Responsive Web Design'? [1]

Q4(b). Answer the following:

1. Mention any three techniques for improving Local Search results of your web-site. [3]
2. Mention any three steps which one can take related to images on your web-site for better SEO. [3]
3. What is Java-script and what is its use in website development? [1]

OR

Q4 (a).. Answer the following:

1. Mention any three major steps related to proper placement of keywords on web-page for better SEO. [3]
2. Mention any three major steps related to Meta-Tags for better SEO. [3]
3. Which is the latest version of HTML currently used in web-pages? [1]

Q4 (b). Answer the following:

1. Mention any three techniques for improving SEO if you are having a web blog. [3]
2. Mention any three steps which one can take if one's web-site is primarily containing Videos? [3]

3. What is CSS and what is its use in website development? [1]

Q5(a).. Answer the following:

1. Mention any three goals of developing a web-site. [3]
2. Mention and very briefly explain any three parameters from which one can conclude whether SEO was successful. [3]
3. What is the full form of KPI? [1]

Q5 (b). Answer the following:

1. Compare and Contrast Log File Tracking and Java-script based Tracking methods for web analytics. [3]
2. Mention and briefly explain any three major types of SEO conversions. [3]
3. What is meant by ROI? [1]

OR

Q5 (a).. Answer the following:

1. Briefly explain the produce, launch, measure and refine concept in SEO result tracking. [3]
2. Mention and very briefly explain any three metrics for indicating financial impact of SEO. [3]
3. Mention the names of any two popular web analytics tools. [1]

Q5 (b). Answer the following:

1. Mention and very briefly explain any three Key Performance Indicators for Long Tail SEO. [3]
2. Mention and very briefly explain any three major parameters based upon which a web-site link can be evaluated? [3]
3. Is it possible to explicitly inform Google about a newly added web-page? [1]
