Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
B.VOC - SEMESTER– IV EXAMINATION – SUMMER 2024

Subject Code: 1140504   **Date:22-05-2024**
Subject Name: Search Engine Optimization
Time:10:30 AM TO 12:30 PM   **Total Marks:50**
Instructions:
1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**
4. **Simple and non-programmable scientific calculators are allowed.**

			Marks
Q.1	**(a)**	What is eye tracking and why is it important in SEO?	**05**
	(b)	What is the difference between natural and paid search results? What are the advantages and disadvantages of each?	**05**
Q.2	**(a)**	What is a vertical search engine and how does it differ from a traditional search engine?	**05**
	(b)	Explain country specific search engine.	**05**
		OR	
	(b)	What is crawling? Explain role of crawling in search engine algorithms?	**05**
Q.3	**(a)**	What is the need of SWOT analysis? How to do it? Explain with detail example.	**05**
	(b)	What does it mean to optimize for raw traffic? What are some techniques to increase raw traffic to a website?	**05**
		OR	
Q.3	**(a)**	Explain the business factors that effects the SEO plan.	**05**
	(b)	Explain the following terms: 1) navigational query, 2)Informational query, 3) Transactional query.	**05**
Q.4	**(a)**	Explain the major elements of planning.	**05**
	(b)	Explain the plan to research site architecture for SEO project.	**05**
		OR	
Q.4	**(a)**	What is mean by keyword cannibalization? how to fix the problem of internal linking?	**05**
	(b)	Explain the elements one should look during site audit.	**05**
Q.5	**(a)**	What are business factors that affect search engine optimization plan?	**05**
	(b)	Explain the essential steps involved in keyword review process.	**05**
		OR	
Q.5	**(a)**	Explain the importance of Web Analytics tool. Give detailed example of any one.	**05**
	(b)	Mention and very briefly explain any three major business factors which affects SEO.	**05**

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