

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA - SEMESTER- V• EXAMINATION – WINTER 2020

Subject Code:3650007

Date:05/01/2020

Subject Name:Search Engine Techniques

Time:10:30 AM to 12:30 PM

Total Marks: 56

Instructions:

1. Attempt any FOUR questions out of EIGHT questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Explain the following Terms **02**
1. “ORGANIC” search **02**
 2. Meta robots tag **01**
 3. Vertical search **02**
 4. Rewrite URL **02**
- (b) Fill in the blanks **07**
1. _____ is an online program or software that helps users to search for information on World Wide Web.
 2. _____ file used to disallow any web page from crawling.
 3. _____ file tells search engine which pages you want to exclude from indexing.
 4. _____ Search engine has maximum market share.
 5. What does SEM stand for _____
 6. _____ is the name of first search engine.
 7. _____ is the meta search engine example.
- Q.2** (a) 1. Give any two examples of country specific search engine. **01**
2. Give 5 examples of google vertical search engines. **02**
3. Blended Search **03**
4. Reverse Search **01**
- (b) How to determine the intent of the searcher? What are the different types of queries they are using? **07**
- Q.3** (a) 1. Explain business factors affecting SEO plan **07**
2. What are the different strategic goal that SEO can fulfill
- (b) Explain advance search operators of google search engine with its use. **07**
- Q.4** (a) What is mean by keyword cannibalization? How to fix the problem of internal linking? **07**
- (b) What are the different html tag contain that search engine can crawls? Which are not crawl able? **07**
- Q.5** (a) Explain the importance of Web Analytics tool. Give detailed example of any one **07**
- (b) Explain importance of keyword research tool with any one example. **07**
- Q.6** (a) What is clocking? In which situation clocking required? **07**
- (b) What is mean by spider able link structure? What are the reasons for having non reachable pages in your web site? **07**

- Q.7 (a)** How the action tracking report is useful? What are the types of actions should we track for following sites? **07**
1. B2B site
 2. Blog
 3. E-Commerce
- (b)** What is mean by Crawl Errors? How we can identify them? Tool for find it **07**
- Q.8 (a)** What are the different types of conversions perform on any web page? What is ROI? How to calculate project ROI? **07**
- (b)** Explain key performance indicator for long tail SEO. **07**
