

UKA TARSADIA UNIVERSITY

Integrated M.Sc. (IT) (Semester 6)
060010613(2017-18)
DSE15 Search Engine Optimization

Date :9,10 June 2021

Time :90 Minutes
Max. Marks:30

Instructions :

1. Answer ANY THREE Questions
 2. Make suitable assumptions wherever necessary.
 3. Draw diagrams/figures whenever necessary.
 4. Figures to the right indicate full marks allocated to that question.
 5. Follow usual meaning of notations/abbreviations.
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Q 1 A) Answer the following.

[4]

- I) State true or false with clarification for given statement: "Search engine optimization efforts can be made only after a website is launched."
- II) Give one difference between On-page and Off-page SEO.
- III) Which type of content can be accessible by search engines of a web page?
- IV) Name the algorithm which is used to retrieve data in Google SE.

Q 1 B) Answer the following in brief. (Any 3)

[6]

- I) Demonstrate the searching mechanism of search engine by considering given search query: "Best digital marketing technique".
- II) Why SEO is more important for Digital marketing?
- III) Give your comments by considering the following statement: "Link is core element for managing relationship between web pages among the world".
- IV) Bookswagon.com is a commercial online book purchasing website. It provides 30 different categories of book. It also provides sign up and login functionality for purchasing book. Bookswagon.com has facilities for pre-order, best seller, text book and new arrival. Bookswagon.com allows users to make their wish list, so that they can be seen in future. Suggest any four on page search engine optimization techniques to optimize website of Bookswagon.com by considering given functionalities.

Q 2 Answer the following.

[10]

- A) Write a step to implement URL rewriting with ASP.Net and URLRewriter.net. Also explain action performed by URLRewriter.net.

OR

- A) Draw SERP of Google. Discuss each in detail with its importance.
- B) Give an example of following URL and It's URL rewriting rule.
- a. Keyword –rich URL with single parameter
 - b. Keyword –rich URL with two parameter
 - c. Numeric URL with single parameter
 - d. Numeric URL with two parameter
 - e. Dynamic URL

OR

- B) Consider the following search query and explain the working mechanism of search engine: "Best digital marketing technique"

Q 3 Answer the following in detail. (Any 2)

[10]

- I) Enlist and explain potential search engine penalties.
- II) Justify "why search engine gives rank higher for static URL."
- III) Explain site age, page age and linked age of time base search engine ranking factors.

Q 4 A) Answer the following.

[4]

- I) Give your comments on term "canonicalization".
- II) Write the syntax of robot's meta tag with its property.
- III) Address any two specialities of the Google Adwords Tool.
- IV) State the meaning of "ROI" for keyword research.

Q 4 B) Answer the following in brief. (Any 3)

[6]

- I) Give at least four limitations of duplicate content for SE implementation.
- II) What do you anticipate by copied content? State the discrepancy among copied content and duplicate content.
- III) How does the keyword research helps to gain higher traffic on a web page?
- IV) State the difference between "SEO" and [SEO]. Also, provide the name of this type of search query.

Q 5 Answer the following.

[10]

- A) How search engine identify duplicate content? Explain the process to exclude the duplicate content by giving example.

OR

- A) Phoneservicestation.com is our client's website which is the leader for powerful, hosted core phone service that helps thousands of customers worldwide to improve and manage their better communications. Website is designed with attractive layout with user-friendly interface. Customer can easily purchase different packages as well as he/she can register complain online through website. Website cannot get much traffic because they have developed their webpages using Flash and implements given functionalities using JavaScript. Write three references with example to implement search engine in their website so it can be indexed easily and able to get higher page rank in search engine result page.
- B) Discuss Black Hat SEO technique using example.

OR

- B) Answer the following question:
 - 1. Write at least three differences between duplicate content and copied content.
 - 2. List out two causes of duplicate content and write at least two characteristics of each.

Q 6 Answer the following in detail. (Any 2)

[10]

- I) Explain in detail cloaking.
- II) Write a note on trellian web analytics tool.
- III) What is web analytics? Justify "why do we need web analytics?"