

BACHELOR OF SCIENCE (INFO. & TECH.) Examination
BSCIT Semester - 4 APRIL 2025 (Regular) APRIL - 2025
CS-27: WEB SEARCHING TECHNOLOGY AND OPTIMIZATION

Faculty Code : 003

Subject Code : 23SI-BSIT-SE-04-04001

Time : 1 Hours]

[Total Marks : 25

- Q.1 (A) Explain title tag and meta tag with use of SEO with detail.
Q.1 (B) Explain eye tracking with detail.

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OR

- Q.1 (A) Explain SEO Objectives.
Q.1 (B) Explain major elements of SEO planning.
Q.2 (A) Explain content optimization with detail.
Q.2 (B) Explain root domains, sub domains and microsite.

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OR

- Q.2 (A) Explain Optimizing Flash & Multilanguage/Country Targeting.
Q.2 (B) what is CMS? List out issue to consider while using CMS.
Q.3 Explain optimizing for product search.

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OR

- Q.3 Explain keyword research tools.

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