

Congratulations! You passed!
Grade received 81.25%
To pass 75% or higher
Go to next item

1. What are the main processes the Google search engine uses to organize information online?
Select three.

0.75 / 1 point



Deleting



This should not be selected

Deleting is not one of the processes the Google search engine uses. The three Google search engine processes are crawling, indexing, and serving.



Indexing



Correct

Indexing is how Google stores the information found on webpages. The search engine will index anything on the page such as text, photos, and videos. The other Google search engine processes are crawling and serving.



Crawling



Correct

Crawling is the process of finding new or updated webpages. Google explores the internet with automated programs called crawlers. These crawlers find new or updated webpages. The other Google search engine processes are indexing and serving.



Serving



Correct

Serving is what happens when a user makes a search. The Google search algorithm sorts through billions of webpages to deliver the most relevant content for a given search. The other Google search engine processes are crawling and indexing.

2. In the context of a search engine, what is an automated software that helps locate information to answer a user's query?

1 / 1 point



Crawler



Website



Algorithm



Keyword



Correct

In the context of a search engine, the purpose of an algorithm is to deliver the best results for a search. When ranking a webpage for a given search a search algorithm considers many factors, such as the quality of content and usability of the webpages.

3. What are some factors that the Google search engine considers when ranking websites?
Select three.

0.75 / 1 point

☒ Amount of the paid placement

☐ This should not be selected
You cannot pay to have a website listed in the search listings. Paid placements only apply to Google Ads. Some factors the Google search engine considers when ranking websites are meaning of the query, quality of the content, and usability of the webpages.

☒ Usability of the webpages

☒ Correct
Making a webpage that loads quickly and is mobile-friendly may increase its usability. Other factors the search engine considers when ranking websites include the meaning of the query and quality of the content.

☒ Quality of the content

☒ Correct
Google uses a number of factors to assess the quality of a piece of content, as well as the quality of a website overall. One way Google determines quality content is understanding if prominent websites link or refer to the content. Other factors the search engine considers when ranking websites include the meaning of the query and usability of the webpages.

☒ Meaning of the query

☒ Correct
A query is the words a user types in a Google search bar. The search engine tries to establish what the user is searching for. In other words, the user's intent behind the query. Other factors the search engine considers when ranking websites are the quality of the content and usability of the webpages.

4. Which of the following features can you find in the search engine results pages (SERPs)?
Select all that apply.

0.75 / 1 point

☒ Featured snippet

☒ Correct
A featured snippet is a special box that displays information about a search in the results page. The featured snippet displays when the search algorithm determines that the format will help people more easily discover what they are seeking. Other SERPs features include rich results and videos.

☒ Google index

☐ This should not be selected
The Google index information will not display in the search results. Search engine results page features that could show include a featured snippet, rich results, and videos.

☒ Videos

☒ Correct

Videos may appear in the search results if the Google system believes it is valuable to a search query. Videos may be at the top, middle, or bottom of the results. Other SERPs features include a featured snippet and rich results.

☒ Rich results

☒ Correct
Rich results provide specific information about a webpage in the SERPs. Examples of this information are review rating, price, and availability. Other SERPs features include a featured snippet and videos.