|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **1** | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Choose the correct type of dummy links**   |  | | --- | | Add links, del links | | No links , all links | | Redirect links and No-follow links | | None of above | | |
| **2** | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Which tool is a small online application that helps people do something simple, such as editing a photo, creating an icon, or looking up the meaning of a name.**   |  | | --- | | All edit | | Widget | | Adwords | | Adgruous | | |
| **3** | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Sandbox is used for ?**   |  | | --- | | Rank | | Linking | | Cost | | None of above | | |
| **4** | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **The age of a website should matter to you in three contexts, Choose the correct option**   |  | | --- | | The age of your website as it applies to being able to rank for competitive keywords. | | Age of other websites when analyzing the strength of the links going back to your site | | Age of websites that you are considering purchasing to augment your SEO efforts. | | All of above | | |
| **5** | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Which of the following are the two best ways to find links to the page**   |  | | --- | | Adwords and adgroups | | Googling its UR and Yahoo’s linkdomain operator | | Rediect and all direct | | None of the above | | |
| **6** | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Which type of links are normal links that have been intentionally crippled via a short bit of code to prevent Trust Rank from leaving a web page. They are an invention of Google.**   |  | | --- | | Delink links | | No-follow links | | All links | | None of above | | |
| **7** | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **If you’re just looking for the quickest way to determine whether a site has a good number of old links but you don’t want to spend a lot of time on it, you will use which command?**   |  | | --- | | use Google’s “link” command. | | Use google’s site command | | Use all command | | None of above | | |
| **8** | |  |  |  |  |  | | --- | --- | --- | --- | --- | | Statement A: The longer a link to your site stays in place, the more Google trusts it.  Statement B- The site operator is the most basic search operator.   |  | | --- | | Both the statements are True | | Both statements are false | | Statement A is True and B is false | | Statement A is false and B is true | | |
| **9** | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Match the following Act Of Google Distrust and their causes**   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Sl No.** | **Left Column** | **Sl No.** | **Right Column** | **Correct Answer for column A** | | A1 | Blacklisting | B1 | Your site contains links to “bad neighborhoods” such as gambling, pills, or adult websites; | |  |  |  |  | | --- | --- | --- | --- | | B1 | B2 | B3 | B4 | | | A2 | De-indexing | B2 | Building too many unnaturallooking links at once | |  |  |  |  | | --- | --- | --- | --- | | B1 | B2 | B3 | B4 | | | A3 | Penalty | B3 | A site is new or has never built links before | |  |  |  |  | | --- | --- | --- | --- | | B1 | B2 | B3 | B4 | | | A4 | Sandboxing | B4 | our site has engaged in black hat SEO tactics such as writing code that shows search engines different content than your site’s visitors | |  |  |  |  | | --- | --- | --- | --- | | B1 | B2 | B3 | B4 | | | |
| **10** | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Match the following sandbox period with the appropriate description**   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Sl No.** | **Left Column** | **Sl No.** | **Right Column** | **Correct Answer for column A** | | A1 | 0–2 months | B1 | The Period of Nothingness | |  |  |  |  | | --- | --- | --- | --- | | B1 | B2 | B3 | B4 | | | A2 | 4–6 months | B2 | The Winds of Trust | |  |  |  |  | | --- | --- | --- | --- | | B1 | B2 | B3 | B4 | | | A3 | 1–2 years | B3 | The Golden Years of Trust | |  |  |  |  | | --- | --- | --- | --- | | B1 | B2 | B3 | B4 | | | A4 | 4 years + | B4 | Welcome to the Land of Trust | |  |  |  |  | | --- | --- | --- | --- | | B1 | B2 | B3 | B4 | | | |
| **11** | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Yahoo’s linkdomain operator is used for**   |  | | --- | | Looking for new website on google | | Looking for new image on yahoo domain | | To locate other pages that link to the page in which you are interested | | None of above | | |
| **12** | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **You wanted to purchase an existing website. Match the following Don’t Buy” categories with the appropriate descriptions**   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Sl No.** | **Left Column** | **Sl No.** | **Right Column** | **Correct Answer for column A** | | A1 | Parked websites | B1 | People put sites up for sale shortly after buying them, often because they think they have a good domain name. | |  |  |  |  | | --- | --- | --- | --- | | B1 | B2 | B3 | B4 | | | A2 | Irrelevant websites | B2 | Even if a site is 10 years old, if it has not accumulated links in that time, it’s as dead to Google as a completely new website. | |  |  |  |  | | --- | --- | --- | --- | | B1 | B2 | B3 | B4 | | | A3 | Relatively new websites | B3 | A parked website has no functioning website on it and exists solely to make money through low-quality ads | |  |  |  |  | | --- | --- | --- | --- | | B1 | B2 | B3 | B4 | | | A4 | Linkless websites | B4 | If you find a website for sale that has nothing to do with your business whatsoever, it cannot be used as your main business website. | |  |  |  |  | | --- | --- | --- | --- | | B1 | B2 | B3 | B4 | | | |
| **13** | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Given statements are related to buying of Website, Read and choose the correct option**  Statement A:-**Due diligence**: After the agreement has been signed by both parties,you’re almost there. Now the buyer just has to make sure that the seller hasn’t been hiding or neglecting to mention anything important about the website.  Statement B:- **Letter of intent**: Sometimes a letter of intent (LOI) follows an informal agreement. An LOI is an agreement to agree; it’s a statement of the major terms of the final agreement that seems to say this: “Here is what we’re agreeing on, generally speaking.   |  | | --- | | Both the statements are True | | Both statements are false | | Statement A is True and B is false | | Statement A is false and B is true | | |
| **14** | |  |  |  |  |  | | --- | --- | --- | --- | --- | | Statement A :- Goal of the nuclear football is to attract as much Google traffic as possible from long tail keyword searches.  Statement B:- A good amount of high-TrustRank links to your website creates a nuclear football.   |  | | --- | | Both the statements are True | | Both statements are false | | Statement A is True and B is false | | Statement A is false and B is true | | |
| **15** | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Match the following match type with the appropriate description**   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Sl No.** | **Left Column** | **Sl No.** | **Right Column** | **Correct Answer for column A** | | A1 | Broad match | B1 | except more specific | |  |  |  |  | | --- | --- | --- | --- | | B1 | B2 | B3 | B4 | | | A2 | Phrase match | B2 | can be used with any of the other match types. You can make a phrase match campaign | |  |  |  |  | | --- | --- | --- | --- | | B1 | B2 | B3 | B4 | | | A3 | Exact match | B3 | involve no qualifiers at all; there is nothing to limit the range of terms you are interested in. | |  |  |  |  | | --- | --- | --- | --- | | B1 | B2 | B3 | B4 | | | A4 | Negative match | B4 | much more useful. Phrase match campaigns let you target specific phrases, typed in a specific order, much like using quotes in organic search | |  |  |  |  | | --- | --- | --- | --- | | B1 | B2 | B3 | B4 | | | |