

SEO Test

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Q1: An instance of a page being loaded or reloaded in a browser called a _____.

- A. Unique view
B. Bounce rate
C. Page view
D. Page load

Q2: Which overview report in Google analytics shows a graph of number of visitors each day?

- A. Realtime overview
B. Acquisition overview
C. Audience overview
D. Behavior overview

Q3: The acquisition overview report tells _____.

- | | |
|--|---|
| A. The behavior of the visitors on the website and the path to conversion. | B. How each goal is performing |
| C. Analysis of purchase activity on the site or app | D. How marketing channels contribute to conversions |

Q4: Which of the following first developed domain authority?

- A. Ahref's B. Majestic
C. Moz D. SeMrush

Q5: _____ is the continuous process for gaining new and relevant links.

- A. Off-page SEO
B. On-page SEO
C. Mobile SEO
D. White Hat SEO

Q6: Use of compressed images decreases _____.

- A. Social signals
B. Small touch elements
C. Page load time
D. Crawl errors

Q7: How many data streams can reach Google Analytics property have?

- A. 50
B. 80
C. 100
D. 30

Q8: Which of the following is essential to indicate languages that web pages are targeting?

- A. International friendly URL structure
B. Language tags
C. Content marketing
D. Cookies

Q9: Using someone's work and publishing it as one's own is called _____.

- A. opportunity
B. conversions
C. plagiarism
D. conversion

Q10: _____ does not allow search engines to Crawl.

- A. Too many adds
B. Small fonts
C. Intrusive interstitials
D. Crawl errors

Q11: Https is the secure and most used _____.

- A. protocol
- B. path
- C. domain
- D. URL

Q12: Which one of the following used images, charts, and minimal information to convey information?

- A. trust flow
- B. majestic
- C. sitemaps
- D. infographic

Q13: Ads that block most of a mobile landing page are called _____.

- A. Social signals
- B. Popups
- C. Intrusive interstitials
- D. Small touch elements

Q14: John find the information displayed at the bottom of the search result extremely useful for the identifying long-tail keyboards. What is being referred here?

- A. Related search results
- B. Related short searches
- C. Related keywords
- D. Related searches

Q15: Arrange the following steps in correct order to create an effective SEO content strategy:

- (a) Track content
- (b) Compress media file
- (c) Set up a blogging schedule
- (d) List long-tail keywords for each topic
- (e) List Topics

- A. E, d, c, b, a
- B. E, c, d, b, a
- C. A, c, d, b, e
- D. C, a, b, d, e

Q16: _____ promotes the article by increasing its visibility.

- A. No-follow links
- B. Do-follow links
- C. Natural link
- D. Contextual links

Q17: _____ are defined as visits to the sites from link that appear on a different site.

- A. Referral
- B. Social traffic
- C. Demographics
- D. Infographic

Q18: Which of the following is not a best practice when performing SEO internationalization?

- A. Avoiding cookies
- B. Avoiding automatic redirection
- C. Using primary language for the targeted region
- D. Using secondary language for targeted region

Q19: _____ is an open source framework designed to create fast load times for mobile pages.

- A. Accelerated mobile pages
- B. CSS
- C. Social signals
- D. Mobile sitemap

Q20: Which of the second largest search engine after Google?

- A. YouTube
- B. meta
- C. Instagram
- D. Pinterest

Q21: Which of the following is used by Google analytics to identify a website?

- A. view
- B. property
- C. measurement
- D. account name

Q22: Jane wants to view the number of visitors to her site's ten most popular pages. In which overview report can she find this statistic?

- A. Realtime overview
- B. Acquisition overview
- C. Audience overview
- D. Behavior overview

Q23: Google provides a tool called _____ to help users with new keywords.

- A. Keyword planner
- B. Grammarly
- C. SEMrush
- D. Trust flow

Q24: _____ increases awareness of new products and services by connecting with customers.

- A. Search engine result pages
- B. Social media optimization
- C. sitemaps
- D. cookies

Q25: Identify the function of Accelerated Mobile Pages (AMP).

- A. Compress images
- B. Create fast load time for mobile pages
- C. Create short search terms
- D. Create social signals

Q26: Some of the content in a mobile site can be moved to _____.

- A. tabs
- B. different heading
- C. different sites
- D. footer

Q27: Which of the following is not a technique of Black Hat SEO?

- A. cloaking
- B. keyword stuffing
- C. link submission in social bookmarking sites
- D. stealing content

Q28: Query or search terms given by the users are called _____.

- A. Algorithms
- B. Social signals
- C. Small touch elements
- D. Keywords

Q29: Which of the following is not a URL optimization?

- A. URL naming
- B. URL size
- C. URL structure
- D. URL length

Q30: _____ is a domain extension and is a two-letter code.

- A. subdomain
- B. subdirectory
- C. country code top-level domain
- D. general top-level domain

Q.31 What kind of keyword is purchase?

- A. Product
- B. Brand
- C. Informational
- D. Transactional

Q.32 Which one of the following is an example of subdomain?

- A. domainname.com/uk
- B. domainnameuksite.com
- C. uk.domainname.com
- D. domainname.co.uk

Q.33 Nia uses search query, 'how to clean leather shoes' What keywords will resolve such queries?

- A. Transactional
- B. Informational
- C. Brand
- D. Product

Q.34 Stacy wants to find pet shops in her vicinity. She uses the keyword “pet shops nearby” in Google search engine. How does the Google display the most relevant results for her query?

- A. Crawling
- B. Serving
- C. Indexing
- D. All of these

Q.35 Backlinks are also called as _____.

- A. Self-created Links
- B. Internal Links
- C. Outbound Links
- D. Inbound Links

Q.36 There are greater chances of content being shared on social media with _____.

- A. SEO friendly content
- B. Sitemap
- C. Minimal Bounce Rate
- D. Popup Ads

Q.37 Links published on social media positively influence page's _____.

- A. Rank
- B. Load Time
- C. Structure
- D. Sitemap

Q.38 _____ prompts a blogger to set up a blog.

- A. Internal Links
- B. Social signals
- C. Search volume
- D. Ranking for keywords