

**QUESTION BANK**

**MODULE NAME: SEO Made Easy**

**Category - Simple**

**1) Fill in the Blank with single option:**

\_\_\_\_\_ is a program that collects information from different Web sites and stores the data in the database of the search engine.

- ☒ a) Crawling
- ☐ b) Indexing
- ☐ c) Serving
- ☐ d) Searching

**2) Fill in the Blank with single option:**

The \_\_\_\_\_ helps in gaining knowledge about the strategies adopted by the competitors to rank high on the keywords.

- ☐ a) Knowledge of product or service
- ☒ b) Competition analysis
- ☐ c) Content plan
- ☐ d) On-page optimization

**3) Fill in the Blank with single option:**

\_\_\_\_\_ is the process of obtaining links from other Web sites.

- ☐ a) Page Rank
- ☐ b) Anchor Tag
- ☒ c) Link Building
- ☐ d) Off-page Optimization

**4) Select the correct answer with single option:**

\_\_\_\_\_ provides the information about where your traffic is coming from.

- ☐ a) Diagnostics
- ☐ b) Statistics
- ☒ c) Links
- ☐ d) Sitemaps

**5) Fill in the Blank with single option:**

The \_\_\_\_\_ language is built for devices such as Personal Digital Assistants (PDAs), pagers, and set top boxes.

- ☐ a) XHTML Basic 1.1
- ☐ b) HTML
- ☐ c) XML
- ☒ d) WML

**Category - Average**

**1) Select the correct answer with single option:**

Which of the following options are true regarding doorway pages?

- ☐ a) Display different content and URLs to users and search engines.
- ☐ b) Include automatically or programmatically generated content.
- ☒ c) Do not contain any useful information for users, but are optimized for specific keywords of phrases that attract search engines and increase page rankings.
- ☐ d) Contain sneaky redirects.

**2) Select the correct answer with single option:**

Which of the following options correctly defines 'Zeitgeist'?

- ☒ **a)** The spirit of the times
- ☐ **b)** The king of the times
- ☐ **c)** The spirit of good times
- ☐ **d)** The king of good times

**3) Select the correct answer with single option:**

Which of the following maintains a list of recently visited Web pages in the Web browser?

- ☐ **a)** DNS
- ☐ **b)** Web Server
- ☐ **c)** Web Cookie
- ☒ **d)** Cache

**4) Select the correct answer with single option:**

Which of the following is the process of optimizing the Web pages based on its geographical location where it is operated?

- ☐ **a)** SEO
- ☐ **b)** Multilingual Search
- ☒ **c)** SEO localization
- ☐ **d)** SEO translation

**5) Select the correct answers with multiple options:**

Which of the following statements are true regarding Google AdWords?

- ☐ **a)** Possible to specify the location where the ad should appear on the SERPs.
- ☒ **b)** Supported by the Google Display Network (GDN).
- ☒ **c)** Can specify the budget for the advertising.
- ☐ **d)** Charge applies only for each instance when the ad appears in the SERPs.

**Category – Difficult**

**1) Select the correct answer with single option:**

Consider a situation John who is an SEO marketing strategy manager wants to keep track of the interval at which the content will be updated or new content will be added to the Web site.

Which of the following option will help to achieve this?

- ☐ a) Identifying the Web site/business goals
- ☐ b) Analyzing and reassessing
- ☐ c) Updating HTML pages regularly
- ☒ d) Creating an editorial calendar

**2) Select the correct answers with multiple options:**

Which of the following are the correct tasks performed by an SEM?

- ☒ a) Analyzing the traffic
- ☒ b) Increasing the number of links to the Web site through link campaign
- ☐ c) Analyzing content, keyword density, choice, and inbound/outbound links
- ☒ d) Campaigning to rank higher among specific keywords

**3) Select the correct answers with multiple options:**

What types of redirects are implemented by Web masters?

- ☐ a) Server-side 404 redirect
- ☒ b) Server-side 301 redirect
- ☒ c) Server-side 302 redirect
- ☐ d) Server-side 500 redirect

**4) Select the correct answers with multiple options:**

Which of the following components are necessary to perform search using Voice search?

- ☒ a) Google Chrome
- ☒ b) A built-in or external microphone
- ☐ c) Google Voice Search turned on
- ☐ d) Graphics card

**5) Select the correct answer with single option:**

Which of the following party is not associated in an affiliate program transaction?

- ☐ a) Affiliate Site
- ☐ b) Merchant Site
- ☒ c) SEO Consultant
- ☐ d) Customer