

Evolution of SEO

Quiz, 10 questions

2
points

1.

What is the primary method by which robots (crawlers, spiders) discover new web pages?

- ☒ Robots follow the path created by websites linking to each other
 - ☐ Google and other search engines manually add new sites to an index on a regular basis
 - ☐ Webmasters submit their sites to be indexed
 - ☐ User queries activate robots and cause them to begin searching the web
-

2
points

2.

Search engines have evolved to the point where the relevance and density of keywords are no longer a ranking factor for websites.

- ☐ True
 - ☒ False
-

2
points

3.

The person widely referred to as the creator of the World Wide Web is:

- ☐ Ted Nelson
 - ☐ Alan Emtage
 - ☐ Gerard Salton
 - ☐ Vannevar Bush
 - ☒ Tim Berners-Lee
-

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4.

According to this course, which of the following is the first true “search engine”?

- ☐ ALIWEB
 - ☐ SMART
 - ☐ WWW Wanderer
 - ☒ ARCHIE
 - ☐ ARPANET
-

2
points

5.

Google’s version of sponsored links that appear for certain keywords is called:

- ☒ AdWords
 - ☐ Overture
 - ☐ Excite
 - ☐ AdVerbs
 - ☐ AdSense
-

1
point

6.

What does a robot determine about a new website once it has analyzed it? (Select all that apply.)

- ☒ What topics the site should rank for
 - ☒ What the site is about
 - ☐ The relevance of content to a user's search
 - ☐ The quality of the site's content
-

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7.

How was the Excite search engine unique for its time?

- ☐ It did not provide a ranking system
 - ☒ It ranked search engine results based on statistical analysis of word relationships
 - ☐ It listed results as they were discovered on the Internet
 - ☐ It collected titles and headers of web pages using a linear search method
-

1
point

8.

In which of the following ways did the Yahoo search engine revolutionize web searching?

- ☐ It was the first to index titles and URLs
 - ☐ It was the first to analyze word relationships
 - ☐ It created headers to simplify searches
 - ☒ It created directories for users to navigate
-

1
point

9.

In the early 1990s, what was a primary debate regarding the identity of the Internet?

- ☐ Should it restrict access to users based on geographical location?
 - ☐ Should it continue to exist, or was it already obsolete?
 - ☒ Should it be monetized or remain a free exchange of information?
 - ☐ Should it charge for user usage?
-

1
point

10. Evolution of SEO

What action can you take to aid in the process of having web crawlers, spiders, or robots discover your site?

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- ☒ Add your site to free services like Google Webmasters Tools
- ☐ Perform a search query
- ☐ Submit your site directly to a search engine

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