

## Current SEO Best Practices

Quiz, 15 questions

2 points
1.
In the context of this course and of SEO, what is an algorithm?
All of these describe an algorithm
A piece of software designed to analyze content and determine where it displays in search
A loose collection of rules applied manually to discourage certain SEO practices
A physical server system that stores and executes search commands based on specific criteria
A purpose-built program used to "crawl" and index websites
A set of standards put in place to penalize fraudulent or inappropriate websites
2 points
2.
Which of the following was not an algorithm update in the traditional sense? (Check all that apply.)
Brandy
Austin
Florida
Universal
Panda Panda
2 points
3.
SEOs have determined that Google uses over ranking factors that go into ranking a website, and over updates a year to their ranking and listing algorithms.
75, 60
500, 1000
50, 100
200, 500
100, 200
2 points
4.
When dealing with algorithm penalties:

https://www.coursera.org/learn/search-engine-optimization/exam/bQbGe/current-seo-best-practices

Current SEO Best Practices  Oils 15/80/80/80 be affected by multiple updates at once, but more severe penalties will override smaller penalties  All of the mentioned options are true  A site can be affected by more than one update, but no more than two at once  One site can only be affected by one update at a time  A site can be affected by multiple updates from multiple time penods if issues are left uncorrected  2 points  5.  Once a manual penalty has been applied to your site, the only way to see any improvement in your rankings is to wait the next round of algorithm updates.  True  False  1 point  All webmusters follow best practices when applinning their websites for search engine ranking, and search engines need to make frequent updates to keep up with the latest best practices.  Search engines face penalties if they do not frequently update their algorithms.  Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether on not it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  1 point  7.  What does Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are over-optimized for search  It offers guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point  2 point  8.	Cur	A site can be affected by multiple undates, but only if they occur pear each other
A site can be affected by more than one update, but no more than two at once  One site can only be affected by one update at u time  A site can be affected by multiple updates from multiple time periods if issues are left uncorrected.  2 2 2 3 5 5 6 7 6 7 7 8 7 8 8 8 8 8 8 8 8 8 8 8 9 8 9 8 9		A site can be affected by multiple updates, but only if they occur near each other cent SEO Best Practices
A site can be affected by more than one update, but no more than two at once  One site can only be affected by one update at u time  A site can be affected by multiple updates from multiple time periods if issues are left uncorrected.  2 2 2 3 5. 5. 6. 6. 7 True 6. Why do search engines need to adjust their algorithms frequently?  All webstates for low best practices when optimizing their websites for search engine ranking, and search engines need to make frequent updates to knep up with the latest best practices.  Search engines face penalties if they do not frequently update their algorithms.  Some webmasters follow best practices when optimizing their websites for search engine ranking, and search engines need to make frequent updates to knep up with the latest best practices.  Search engines face penalties if they do not frequently update their algorithms.  Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether onto it it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  1	Quiz, 1	
A site can be affected by more than one update, but no more than two at once  One site can only be affected by one update at a time  A site can be affected by multiple updates from multiple time periods if issues are left uncorrected.  2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2		
One site can only be affected by one update at a time  A site can be affected by multiple updates from multiple time periods if issues are left uncorrected.  2		All of the mentioned options are true
One site can only be affected by one update at a time  A site can be affected by multiple updates from multiple time periods if issues are left uncorrected.  2		A site can be affected by more than one update, but no more than two at once
A site can be affected by multiple updates from multiple time periods if issues are left uncorrected    2		
2 points 5.  Once a manual penalty has been applied to your site, the only way to see any improvement in your rankings is to wait the next round of algorithm updates.  True False  1 point 6.  Why do search engines need to adjust their algorithms frequently?  All webmasters follow best practices when optimizing their websites for search engine ranking, and search engines need to make frequent updates to keep up with the latest best practices.  Search engines face penalties if they do not frequently update their algorithms.  Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether on thick is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  1 point 7.  It offers guidelines on how to ensure websites are optimized for search It offers guidelines on how to ensure websites are optimized for search It provides guidelines for deceptive SEO strategies It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point 8.  Which of the following "spammy" SEO practices did the Florida update target?  Baiking users to their site with one product only to sell them a different product in the end		One site can only be affected by one update at a time
5.  5.  6.  7.  6.  Why do search engines need to adjust their algorithms frequently?  All webmasters follow best practices when optimizing their websites for search engine ranking, and search engines need to make frequent updates to keep up with the latest best practices.  Search engines face penalties if they do not frequently update their algorithms.  Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether one it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  1.  1.  1.  1.  1.  1.  1.  1.  1.		A site can be affected by multiple updates from multiple time periods if issues are left uncorrected
5.  5.  6.  7.  6.  Why do search engines need to adjust their algorithms frequently?  All webmasters follow best practices when optimizing their websites for search engine ranking, and search engines need to make frequent updates to keep up with the latest best practices.  Search engines face penalities if they do not frequently update their algorithms.  Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether onci it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  1		
5.  Once a manual penalty has been applied to your site, the only way to see any improvement in your rankings is to wait the next round of algorithm updates.  True  False  1  June  All webmasters follow best practices when optimizing their websites for search engine ranking, and search engines need to make frequent updates to keep up with the latest best practices.  Search engines face penalties if they do not frequently update their algorithms.  Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether onci it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  1  point  7.  What does Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1  point  8.  Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end		
5.  Once a manual penalty has been applied to your site, the only way to see any improvement in your rankings is to wait the next round of algorithm updates.  True  False  1 paint 6.  Why do search engines need to adjust their algorithms frequently?  All webmasters follow best practices when optimizing their websites for search engine ranking, and search engines need to make frequent updates to keep up with the latest best practices.  Search engines face penalties if they do not frequently update their algorithms.  Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether or not it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  1 toffers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 paint  8.  Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end	2	
Once a manual penalty has been applied to your site, the only way to see any improvement in your rankings is to wait the next round of algorithm updates.  True False  All webmasters follow best practices when optimizing their websites for search engine ranking, and search engines need to adjust their algorithms frequently?  All webmasters follow best practices when optimizing their websites for search engine ranking, and search engines need to make frequent updates to keep up with the latest best practices.  Search engines face penalties if they do not frequently update their algorithms.  Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether on the it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  Baiting users to their site with one product only to sell them a different product in the end	points	
the next round of algorithm updates.  True  False  True  False  1  point  6.  Why do search engines need to adjust their algorithms frequently?  All webmasters follow best practices when optimizing their websites for search engine ranking, and search engines need to make frequent updates to keep up with the latest best practices.  Search engines face penalties if they do not frequently update their algorithms.  Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether one it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  1  point  7.  What does Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1  point  8.  Baiting users to their site with one product only to sell them a different product in the end	5.	
True  False    True   False		
False	une nex	t round of algorithm updates.
1 point 6. Why do search engines need to adjust their algorithms frequently?  All webmasters follow best practices when optimizing their websites for search engine ranking, and search engines need to make frequent updates to keep up with the latest best practices.  Search engines face penalties if they do not frequently update their algorithms.  Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether ont it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  7. What does Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point 8. Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end		True
1 point 6. Why do search engines need to adjust their algorithms frequently?  All webmasters follow best practices when optimizing their websites for search engine ranking, and search engines need to make frequent updates to keep up with the latest best practices.  Search engines face penalties if they do not frequently update their algorithms.  Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether ont it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  7. What does Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point 8. Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end		False
point 6.  Why do search engines need to adjust their algorithms frequently?  All webmasters follow best practices when optimizing their websites for search engine ranking, and search engines need to make frequent updates to keep up with the latest best practices.  Search engines face penalties if they do not frequently update their algorithms.  Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether onot it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  1 point 7.  What does Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point 8.  Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end		
point 6.  Why do search engines need to adjust their algorithms frequently?  All webmasters follow best practices when optimizing their websites for search engine ranking, and search engines need to make frequent updates to keep up with the latest best practices.  Search engines face penalties if they do not frequently update their algorithms.  Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether onot it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  1 point 7.  What does Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point 8.  Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end		
point 6.  Why do search engines need to adjust their algorithms frequently?  All webmasters follow best practices when optimizing their websites for search engine ranking, and search engines need to make frequent updates to keep up with the latest best practices.  Search engines face penalties if they do not frequently update their algorithms.  Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether onot it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  1 point 7.  What does Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point 8.  Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end	1	
Why do search engines need to adjust their algorithms frequently?  All webmasters follow best practices when optimizing their websites for search engine ranking, and search engines need to make frequent updates to keep up with the latest best practices.  Search engines face penalties if they do not frequently update their algorithms.  Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether on to it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  1 point  7. What does Google's list of SEO best practices offer SEO professionals?  1 toffers guidelines on how to ensure websites are optimized for search  1 to ffers guidelines for deceptive SEO strategies  1 to provides guidelines for deceptive SEO strategies  1 to provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point  8. Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end	-	
All webmasters follow best practices when optimizing their websites for search engine ranking, and search engines need to make frequent updates to keep up with the latest best practices.  Search engines face penalties if they do not frequently update their algorithms.  Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether onot it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  7.  What does Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point  8.  Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end	6.	
engines need to make frequent updates to keep up with the latest best practices.  Search engines face penalties if they do not frequently update their algorithms.  Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether onot it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  They want to ensure the authority of sites created without a clear SEO strategy.  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point  8.  Which of the following "spammy" SEO practices did the Florida update target?  Balting users to their site with one product only to sell them a different product in the end	Why do	search engines need to adjust their algorithms frequently?
engines need to make frequent updates to keep up with the latest best practices.  Search engines face penalties if they do not frequently update their algorithms.  Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether onot it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  They want to ensure the authority of sites created without a clear SEO strategy.  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point  8.  Which of the following "spammy" SEO practices did the Florida update target?  Balting users to their site with one product only to sell them a different product in the end		All webmasters follow best practices when optimizing their websites for search engine ranking, and search
Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether on not it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  7. What does Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point  8. Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end		· · · · · · · · · · · · · · · · · · ·
Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether on not it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  7. What does Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point  8. Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end		Soarch angines face populties if they do not frequently undate their algorithms
not it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  1 point 7. What does Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point 8. Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end		search engines race penalties if they do not frequently appeate their algorithms.
They want to ensure the authority of sites created without a clear SEO strategy.  1 point 7. What does Google's list of SEO best practices offer SEO professionals?  1t offers guidelines on how to ensure websites are optimized for search  1t offers guidelines on how to ensure websites are over-optimized for search  1t provides guidelines for deceptive SEO strategies  1t provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point 8. Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end		Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether o
1 point 7. What does Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point 8. Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end		
7.  What does Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point  8.  Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end		
7.  What does Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point  8.  Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end		not it is relevant.
7.  What does Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point  8.  Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end		not it is relevant.
7. What does Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point  8. Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end		not it is relevant.
What does Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  It point  8.  Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end	1	not it is relevant.
It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  Baiting users to their site with one product only to sell them a different product in the end		not it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.
It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point  8.  Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end	point 7.	not it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.
It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point  8. Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end	point 7.	not it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.
It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1 point  8. Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end	point 7.	not it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  Des Google's list of SEO best practices offer SEO professionals?
It provides guidelines for how to trick search engines into ranking a website first for a particular topic  1	point 7.	not it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  Dees Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search
1 point  8. Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end	point 7.	not it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  Dees Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search
1 point  8. Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end	point 7.	not it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  Dees Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search
8. Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end	point 7.	not it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  Dees Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies
8. Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end	point 7.	not it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  Dees Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies
8. Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end	point 7.	not it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  Dees Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies
8. Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end	point 7. What d	not it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  Dees Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies
Which of the following "spammy" SEO practices did the Florida update target?  Baiting users to their site with one product only to sell them a different product in the end	point 7. What d	not it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  Dees Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies
Baiting users to their site with one product only to sell them a different product in the end	point 7. What d 1 point	not it is relevant.  They want to ensure the authority of sites created without a clear SEO strategy.  Dees Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies
	point 7. What d 1 point 8.	They want to ensure the authority of sites created without a clear SEO strategy.  Des Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic
Defining a site's neighborhood by linking to other related sites	point 7. What d 1 point 8.	They want to ensure the authority of sites created without a clear SEO strategy.  Dees Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  of the following "spammy" SEO practices did the Florida update target?
	point 7. What d 1 point 8.	They want to ensure the authority of sites created without a clear SEO strategy.  Dees Google's list of SEO best practices offer SEO professionals?  It offers guidelines on how to ensure websites are optimized for search  It offers guidelines on how to ensure websites are over-optimized for search  It provides guidelines for deceptive SEO strategies  It provides guidelines for how to trick search engines into ranking a website first for a particular topic  of the following "spammy" SEO practices did the Florida update target?



Use of the same text repeatedly in backlink profile

Current SEO Best Practices

Quiz, 15 सिम्हिं विशान्ति the same keyword in page title and on-page copy

1	
point	

9.

Which of the following statements is NOT true concerning the Panda update?

- It was a one-time update that eliminated low quality websites from ranking well in search results

  It is not a one-time update. Panda updates continue to roll out from time to time.

  Panda updates roll out gradually over several months
- It was designed to prevent sites with low quality content from ranking well in search results

1 point

10.

Which of the following are considered manipulative link practices? (Select all that apply.)

Comment spam

Aggressive exact match anchor text

Paid links

1 point

11.

What does Google's Link Disavow tool do?

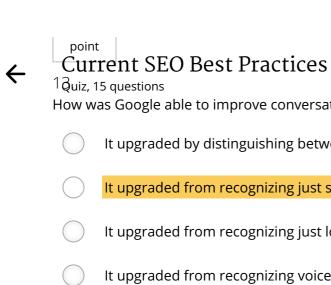
- Allows website owners to remove their links to other sites
- Rolls out the latest Penguin update to a site
- Allows websites to remove links to high quality sites that boost a site's authority
- Allows website owners to remove spammy links

1 point

12.

What is a "core algorithm update"?

- It temporarily improves an existing algorithm by replacing outdated parts
- It temporarily weakens an existing algorithm by deleting the beginning of its code
- It permanently improves an existing algorithm by rewriting it entirely
- It permanently improves an existing algorithm by replacing parts that are outdated



1 Quiz, 15	s Google able to improve conversational searches with the Hummingbird update?
	It upgraded by distinguishing between sound and conversation
	It upgraded from recognizing just synonyms to also recognizing context
	It upgraded from recognizing just location to also recognize synonyms
	It upgraded from recognizing voices to also identifying intent
1 point	
14. <b>W</b> hat ty	pes of sites had better visibility after the Pigeon update?
	Recipe aggregators
	Blogs and restaurant menus
	Directories and restaurant guides
	Online taxi services
1 point	
15. How did	I the Mobile update change search engine results?
	It applied a penalty to any site without a mobile-friendly version for users
	It minimized the importance of having a mobile-friendly site for users
	It began analyzing how mobile-friendly a site is when ranking mobile results
	It had a severe, negative impact on desktop search engine results for websites

I, **Yuhui Chou**, understand that submitting work that isn't my own may result in permanent failure of this course or deactivation of my Coursera account.

Learn more about Coursera's Honor Code

Submit Quiz





