



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
-

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:





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A site can be affected by multiple updates, but only if they occur near each other

- ☐ A site can 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 periods 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 for 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 or 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
- ☐ Defining a site's neighborhood by linking to other related sites
- ☐



Use of the same text repeatedly in backlink profile

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Repeating 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.)

- ☐ Link networks
- ☐ 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

←

13 point

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How was 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.
What types 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 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

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