

**Question BANK - Search Optimization Techniques**

Sr. No.	QUESTIONS	OPTION 1	OPTION 2	OPTION 3	OPTION 4	ANSWER	Page No
<b>Category – Simple</b>							
1	In search engines, a list of results is displayed once a _____ is specified.	sample	answer	query	process	3	1
2	_____ enables search engines to provide and find a better position for a specific Website as compared to other Websites.	SEM	SME	SOE	SEO	4	2
3	Search engines are _____ of the Internet.	planners	managers	directors	navigators	4	1
4	_____ results are considered relevant by users over sponsored or paid results, increasing the click through rate.	Organic	Non-organic	Correct	Specific	1	2
5	_____ forms the central focus of any SEO plan.	Keyword search	Keyword research	Keyword data search	Keyword basic research	2	1
6	Most keyword research processes begin with a keyword research tool, such as the _____.	GPG	GKG	GKP	GPK	3	2
7	More than 60% of the Internet is filled with _____ Websites.	spam	fake	irrelevant	insignificant	1	2
8	_____ links are the links from social networking accounts and pages.	Manual	Natural	Safe	Social	4	11
9	The most popular example of a spider-driven search engine is _____.	Bing	Yahoo	Google	Kindle	3	1
10	The first step in SEO strategy is to collect _____ required for making right decisions.	content	information	keywords	statistics	2	3
11	_____ is the default search engine for Firefox.	Yahoo	Bing	Google	Kindle	1	2
12	The main focus of a search is relevant, high quality _____.	images	designs	content	videos	3	3
13	Optimizing a Website involves _____, which increases the ranking of the Website on search engines or performance optimization, which makes the Website run smoothly and quickly.	SEO	SMO	SCO	SPO	1	1
14	_____ help in splitting the pages into sections and decrease the download time.	Edit	Content	Frames	Page break	3	2
15	Observing search engine _____ is vital, but it is not considered to be the best method to evaluate SEO success.	development	success	progress	rankings	4	4
16	_____ is considered to be one of the important elements in search rankings.	Page link	Page rank	Page speed	Page view	3	13
<b>Category – Average</b>							
1	_____ is the procedure of refining the traffic towards a Website by helping it to gain prominence in the search engine results by using keywords. Organic search results are free, unlike the pay per click advertising which takes place with Google AdWords.	Organic SEO	Non-organic SEO	Pure SEO	Simple SEO	1	3
2	_____ involves optimizing a Website and making it compatible so that a search engine can crawl and index it.	Off page optimization	On page optimization	At page optimization	By page optimization	2	4
3	The successful approach to _____ optimization requires one to track users through the site, watch conversions, research relevant keywords, alter, and then make the right decisions.	link	device	keyword	phrase	3	13
4	_____ has become a preferred method to start earning with low investment.	E-trading	E-commerce	E-business	E-marketing	2	2
5	Each page of the Website should have _____ content for making it search engine friendly.	basic	distinct	unique	general	3	4
6	Using _____, search engines can easily locate and classify the content available on Website.	sitemap	navigation	direction	location	1	7
7	_____ are similar to live focus groups, which are accessible all the time.	Buyers Personas	Forums	Wikipedia	Reddit	2	3
8	To use the Moz Keyword Explorer, specify a _____ keyword (foundation keyword for SEO).	head	body	generic	seed	4	4
9	_____ focus on an explicit product, service, brand name, or category.	Buy Now Keywords	Informational Keywords	Product Keywords	Tire Kicker Keywords	3	12
10	_____ is difficult as we need to identify the owner or blogger of the site which we want to link with our Website and convince them with a solid reason.	Manual link-building	Self-promotional links	Editorial links	Content links	1	10
11	_____ links start from a user's or organization's Website and lead to an external Website.	Inbound	Outbound	Final	Smart	2	14

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12	_____ can be explained as the idea of talking to various other bloggers or Website owners to check out if they will publish other people's content.	Link blogging	Group blogging	Guest blogging	Exchange blogging	3	15
13	_____ should be improved based on the design, call-to-action, and elements of copy and design.	Wire-Framing	Content strategy	Site architecture	Landing page	4	4
14	_____ optimization must be done not just to achieve a higher ranking, but also to engage the audience and improve conversions.	On-page	Content	App	Profile	2	4
15	In SEO, having _____ can bring more people to the Website, more shares for the blog posts, and the content becomes trustworthy.	influencer	representative	leader	mentor	1	6
16	_____ links are the most powerful links in SEO as they come from other publications in the niche which mention the company.	Co-Citation	Editorial	Broken	Outsearch	2	1
17	Title tags should be less than _____ characters to ensure that they do not get shortened in the search results.	40	50	60	70	4	4
18	Once the _____ is decided, the advertisers are ready to build a social media content strategy.	blogging schedule	blogging strategy	blogging rules	blogging layout	1	7
19	The meta tags of _____ do not modify the content on the Website but they are used only by bots and search engines.	HMTL	HTML	URL	XLM	2	1
20	Though _____ has become highly sophisticated, it still cannot view the Web from a human perspective.	Web view	Web animation	Web design	Web crawling	4	4
21	Advertisers can use _____ tool by simply entering the URL they want to test, and within a few seconds, an overview report will be generated based on the Website's performance.	Pingdom	Pinkdom	Varvy SEO	Varvy SERP	3	19
22	_____ assists in checking and examining internal links, crawl errors, comprehensive performance of the Website, structured data and much more.	Google Search Console	Google Analytics	Google Search Method	Google Neo	1	8
23	The best method to represent SEO data and Google Analytics is by creating a _____ interface.	dashboard	distinct	dominant	double	1	14
24	Google announced the launch of a new open-source initiative called _____. It is oriented towards the improvement of performance of the mobile Web.	APM	AMP	APN	ANP	2	18
<b>Category – Difficult</b>							
1	In _____, building one common convincing idea can lead to numerous free quality links.	brand building	link building	viral marketing	site structure	3	14
2	_____ is a computer program utilized by search engines to search for signals or clues, which helps to provide appropriate search results to the users.	acquisition	algorithm	alt text	analytics	2	16
3	_____ is a protocol which makes use of the robots.txt file that is found in the root directory of any Website.	Robots Experience Protocol	Robots Extension Protocol	Robots Exclusive Protocol	Robots Exclusion Protocol	4	5
4	_____ links ensure that the links on the pages are not valued by search engines, though they still crawl on the target destinations for exploring new areas over the Internet (for their academic purpose).	Nowfollow	Neverfollow	Nofollow	Notfollow	3	8
5	_____ lets one know what the users are specifying in their searches when they are about to purchase something	Advanced Web Ranking Tool	Raven SEO Tools	Keyword Spy Tool	Wordtracker Tool	4	5
6	_____ is effective in indicating the size of competition for any specific keyword being used in Google.	GKP	SEMrush	SEO Book Keyword Tool	Bing Keyword Search	2	8
7	A _____ can be defined as anything that creates an interest in the potential linker to give the content a reasonable chance, which is an element which would make him or her stay and finish seeing what the content has to offer.	anchor	hook	Web link	slash	2	11
8	Tools similar to _____ will permit users to look for Twitter bios and accounts that have a particular keyword.	FellWonk	FollowWonk	FollowerWonk	FewWonk	3	12
9	Making a user watch a small _____ or _____ is a way to make them stay on the Website for more time.	movie or play	documentary or news	video clip or slideshow	play or news	3	10

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10	_____ Websites cannot be crawled or interpreted by Google.	Unpopular	Heavy	Designer	Flash	4	12
11	Programs, such as _____ make it easy to see how well a social campaign is performing and how successfully it is interacting with SEO.	BringEdge	BrightEdge	BroadEdge	BriefEdge	2	5
12	_____ is the procedure of designing a Website which is suitable for mobile devices of diverse screen sizes having low bandwidth.	Web design	Link building	Mobile SEO	Screaming Frog	3	8
13	_____ and _____ are applications which increase the load time of web pages.	Flash and Zip	Flash and Java Applet	Long content and Heavy images	HD Videos and Graphics	2	3
14	_____ informs the search engine that the cached copy of a page should not be saved.	Spider tags	Index/noindex	Follow/Nofollow	Noarchive	4	8
15	_____ offers a large amount of data regarding the Website, which can give an idea about who visited the Website, how they reached the Website (acquisition), and how they collaborated and spent time on the Website (behavior).	Google Experience	Google Analytics	Google+ Circle	Google AdWords	2	9
16	_____ is based on Artificial Intelligence and tries to analyze the context of the content on any given Website.	RankyBrain	RankingBrain	RankedBrain	RankBrain	4	18