



✓ **Congratulations! You passed!**
TO PASS 80% or higher

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Evolution of SEO

LATEST SUBMISSION GRADE

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

2 / 2 points

- ☐ User queries activate robots and cause them to begin searching the web
- ☐ Webmasters submit their sites to be indexed
- ☒ 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

✓ **Correct**

When a robot "crawls" the web, it is first attempting to make connections between sites by following the links to and from each site.

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

2 / 2 points

- ☐ True
- ☒ False

✓ **Correct**

Search engines have definitely grown more sophisticated over the years. But as we learned at the end of **How Search Engines Work**, that growth represents **additional** factors determining page rank, and keyword density is **less important**, but still a ranking factor.

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

2 / 2 points

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

✓ **Correct**

Tim Berners-Lee worked at CERN and is credited with creating the concept of the World Wide Web in 1991.

4. According to this course, which of the following is the first true "search engine"?

2 / 2 points

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

✓ **Correct**

We learned in **Lesson 3** that ARCHIE was the first true search engine, created by Alan Emtage in 1990.

5. Google's version of sponsored links that appear for certain keywords is called:

2 / 2 points

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

✓ **Correct**

As we learned in Lesson 4, the official Google version of sponsored linking is called **AdWords**.

6. How has Gerard Sulton's SMART information retrieval system and his book *Theory of Indexing* affected search engines today? (Select all that apply.)

1 / 1 point

- ☒ Today's search engines apply many of his ideas such as statistical weighting and relevancy algorithms

✓ **Correct**

Sulton's work has been influential in determining how modern search engines find information.

- ☒ Sulton first created the idea of a search engine

✓ **Correct**

Sulton did first devise the idea of search engines with his theories and testing.

- ☐ Sulton proposed that all public information should be published and crawled
- ☐ Sulton greatly improved search engine speed

7. How was the Excite search engine unique for its time?

1 / 1 point

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

✓ Correct

Prior to Excite, search engines did not have a way to analyze word relationships.

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

1 / 1 point

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

✓ Correct

Yahoo was the first search engine to utilize directories with categories and subcategories for organizing websites and simplifying web searches.

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

1 / 1 point

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

✓ Correct

In the early '90s, there was much debate as to whether the Internet should be monetized. In fact, at that time, many businesses did not use the Internet for commerce.

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

1 / 1 point

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

✓ Correct

In the past, webmasters had to submit their site to a search engine to aid in discovery by crawlers. Today, you don't have to do that but you can help your site be found by adding your site to free services such as this one.