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TO PASS 80% or higher

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GRADE
100%

Technical SEO Review

LATEST SUBMISSION GRADE
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1. Which of the following **IS NOT** an aspect of technical SEO?

2 / 2 points

- ☐ The creation of robots.txt files
- ☒ Optimizing site keywords
- ☐ Resolving site errors
- ☐ The creation of XML and HTML Sitemaps

✓ **Correct**
Optimizing site keywords **is not** an aspect of technical SEO.

2. Which of the following are functions of the robot.txt file? (Select all that apply.)

2 / 2 points

- ☐ It outlines the site structure
- ☒ It identifies specific pages that should not be crawled by search engine bots

✓ **Correct**
A Robot.txt file identifies specific pages that should not be crawled by search engine bots.

- ☒ It provides search engine bots your preferences for crawl speed

✓ **Correct**
A Robot.txt file provides search engine bots your preferences for crawl speed.

3. It is important to include an XML Sitemap for all of the following reasons **EXCEPT**:

2 / 2 points

- ☐ The XML Sitemap includes behind the scenes activity of your website such as when a page was last updated
- ☒ It outlines the structure of your site for your audience
- ☐ The XML Sitemap outlines the site structure for search engine bots
- ☐ With new sites it can be uploaded to Google Search Console or Bing Webmaster tools to inform the search engine of the presence of your site

✓ **Correct**
XML Sitemap **is not intended** to be viewed by your audiences.

4. When updating to a new site, which of the following is the most preferred method of redirecting from an old page to new content?

2 / 2 points

- ☐ A temporary redirect from the old page to a comparable new page
- ☐ A temporary redirect from the old page to the most relevant category in the new site
- ☒ A permanent redirect from the old page to a comparable new page
- ☐ A permanent redirect from the old page to the most relevant category in the new site

✓ **Correct**
A permanent redirect from the old page to a comparable new page is the most preferred method of redirecting.

5. Why are soft 404 errors more difficult to resolve than traditional 404 errors?

2 / 2 points

- ☐ Because they are due to server error, you must wait for the error to resolve itself
- ☐ Because they do not pose a problem for SEO, webmasters are slow to address them
- ☐ It takes time to design custom 404 error pages for your site
- ☒ Soft 404 pages are pages that still return a status code of 200 (okay) and are picked up by tools such as Google Search Console

✓ **Correct**
Soft 404 pages that still return a status code of 200 are picked up by tools such as Google Search Console.

6. Which of the following is Technical SEO concerned with? (Select all that apply.)

1 / 1 point

- ☒ Make it easier for your audience to find your site.

✓ **Correct**
When you make it easier for search engine robots to index your site you ultimately make it easier for your audience to find your site too.

- ☒ Make it easier for search engine robots to index your site.

✓ **Correct**
It also makes it easier for them to and navigate your site.

☐ Laying a strong visual presence for your site

7. _____ SEO focuses on how well search engine spiders can crawl your site and index your content. Which of the following correctly fills this blank?

1 / 1 point

- ☒ Technical
- ☐ Off-page
- ☐ Off-site
- ☐ On-page

✓ Correct

Search engines use technology to crawl your site and index the content. These may be called spiders, robots, or crawlers.

8. You have been hired to optimize a website, which of the following is essential to include in your SEO strategy? (Select all that apply.)

1 / 1 point

☒ Content and Keyword recommendations

✓ Correct

You would start with technical SEO before moving on to content and keyword recommendations.

☒ Technical SEO

✓ Correct

You would start the optimization with technical reviews.

☒ Off-page Strategy

✓ Correct

You would include and off-page strategy to support you other essential SEO strategies.

☐ Maximize visual attractiveness and color balancing

9. HTTP Response Status Codes are an important part of Technical SEO; what does HTTP stand for?

1 / 1 point

- ☐ Hyper Text Trial Properties
- ☐ High Text Transfer Protocol
- ☒ Hypertext Transfer Protocol

✓ Correct

The most common HTTP or Hypertext Transfer Protocol response status codes are 200 for "okay or success" and 404 for "Page Not Found."

10. Which of the following are best practices for designing and handling 404 error pages on your site? (Select all that apply.)

1 / 1 point

- ☐ Maximize the amount of 404 pages a site produces.
- ☒ On arriving at a 404 page, provide users with helpful links

✓ Correct

These should include navigational help to guide them to other active pages on your site.

☐ Look and feel of the 404 page should differ in style from the rest of your site so as not to be confused with active content.

☒ Redirect to a more appropriate page

✓ Correct

You want to redirect 404s if they have quality backlinks, good authority, and lots of traffic.