

Practice Questions

Topic - “Technical SEO: Site architecture and URL structure, Mobile optimization, and site speed.”

Multiple-Choice Questions (MCQs) –

1. What is the primary purpose of a well-organized site architecture in technical SEO?

- A) To improve website design
- B) To ensure search engines can crawl and index content effectively
- C) To manage email campaigns
- D) To track social media performance

Answer: B

2. Which of the following is a recommended practice for URL structure in SEO?

- A) Using long, complex URLs with special characters
- B) Keeping URLs short, descriptive, and keyword-rich
- C) Including session IDs in URLs
- D) Using uppercase letters in URLs

Answer: B

Practice Questions

3. What is the benefit of mobile optimization in SEO?

- A) It reduces the need for content creation
- B) It improves user experience and search rankings on mobile devices
- C) It eliminates the need for backlinks
- D) It manages email campaigns

Answer: B

4. Which of the following is a key factor in site speed optimization?

- A) Increasing the number of images on a page
- B) Compressing images and enabling browser caching
- C) Using low-quality hosting services
- D) Adding complex JavaScript files

Answer: B

5. What is the purpose of using a sitemap in site architecture?

- A) To design website layouts
- B) To help search engines understand the structure and content of a website
- C) To track social media engagement
- D) To manage email campaigns

Answer: B

Practice Questions

6. Which of the following is a common mobile optimization technique?

- A) Using large, uncompressed images
- B) Implementing responsive web design
- C) Avoiding CSS and JavaScript
- D) Using fixed-width layouts

Answer: B

7. What is the recommended character limit for URLs to ensure SEO-friendliness?

- A) 50 characters
- B) 100 characters
- C) 200 characters
- D) No limit

Answer: B

8. Which of the following tools can be used to test a website's mobile-friendliness?

- A) Google Search Console
- B) Adobe Photoshop
- C) Hootsuite
- D) WordPress

Answer: A

Practice Questions

9. What is the impact of slow site speed on SEO?

- A) It improves user experience
- B) It increases bounce rates and negatively affects rankings
- C) It eliminates the need for mobile optimization
- D) It improves crawl efficiency

Answer: B

10. Which of the following is a best practice for internal linking in site architecture?

- A) Using nofollow links for all internal pages
- B) Linking to relevant pages with descriptive anchor text
- C) Avoiding internal links altogether
- D) Linking to unrelated pages

Answer: B

11. What is the purpose of enabling browser caching in site speed optimization?

- A) To increase server load
- B) To reduce page load times for returning visitors
- C) To manage email campaigns
- D) To track social media performance

Answer: B

Practice Questions

12. Which of the following is a common mistake in URL structure?

- A) Using hyphens to separate words
- B) Including keywords in URLs
- C) Using dynamic parameters like ?id=123
- D) Keeping URLs short and descriptive

Answer: C

13. What is the benefit of using a flat site architecture?

- A) It increases the number of clicks needed to reach content
- B) It improves crawl efficiency by reducing the depth of pages
- C) It eliminates the need for mobile optimization
- D) It manages email campaigns

Answer: B

14. Which of the following is a key metric in Google's Core Web Vitals for assessing site speed?

- A) Largest Contentful Paint (LCP)
- B) Click-Through Rate (CTR)
- C) Engagement Rate
- D) Cost Per Mille (CPM)

Answer: A

Practice Questions

15. What is the purpose of using canonical tags in URL structure?

- A) To design website layouts
- B) To prevent duplicate content issues by specifying the preferred URL
- C) To track social media engagement
- D) To manage email campaigns

Answer: B

16. Which of the following is a common technique for mobile optimization?

- A) Using pop-ups that cover the entire screen
- B) Implementing Accelerated Mobile Pages (AMP)
- C) Avoiding responsive design
- D) Using large, uncompressed files

Answer: B

17. What is the recommended practice for organizing content in site architecture?

- A) Using a deep hierarchy with many subcategories
- B) Grouping related content into logical categories
- C) Avoiding internal links
- D) Using unrelated anchor text

Answer: B

Practice Questions

18. Which of the following tools can be used to test site speed?

- A) Google PageSpeed Insights
- B) Adobe Photoshop
- C) Hootsuite
- D) WordPress

Answer: A

19. What is the benefit of using HTTPS in URL structure?

- A) It reduces website security
- B) It improves user trust and SEO rankings
- C) It increases page load times
- D) It manages email campaigns

Answer: B

20. Which of the following is a common mistake in mobile optimization?

- A) Using responsive design
- B) Implementing touch-friendly navigation
- C) Using small font sizes and unclickable buttons
- D) Optimizing images for mobile devices

Answer: C

Practice Questions

Short Descriptive Questions –

1. Explain the importance of a well-organized site architecture in improving SEO performance.
2. Describe the best practices for creating SEO-friendly URL structures and provide examples.
3. Discuss the significance of mobile optimization in the context of SEO and user experience.
4. Outline the steps involved in optimizing site speed for better SEO performance.
5. Explain the role of internal linking in site architecture and how it impacts SEO.
6. Describe the concept of responsive web design and its importance in mobile optimization.
7. Discuss the importance of using canonical tags in URL structure to prevent duplicate content issues.
8. Explain how tools like Google PageSpeed Insights can be used to improve site speed.
9. Describe the role of sitemaps in site architecture and how they help search engines crawl a website.
10. Discuss the importance of Core Web Vitals in assessing site speed and user experience for SEO.

Practice Questions

Long Descriptive Questions –

1. Compare and contrast the roles of site architecture, mobile optimization, and site speed in technical SEO, highlighting their impact on search rankings and user experience.
2. Discuss the steps involved in creating an SEO-friendly site architecture, emphasizing the importance of URL structure, internal linking, and sitemaps. Provide examples of best practices.
3. Analyze the challenges businesses face in mobile optimization, such as responsive design, touch-friendly navigation, and fast load times, and suggest strategies to overcome these challenges.
4. Evaluate the importance of site speed in SEO and user experience, focusing on metrics like Largest Contentful Paint (LCP), First Input Delay (FID), and Cumulative Layout Shift (CLS). Provide a step-by-step plan for optimizing site speed using tools like Google PageSpeed Insights.
5. Explain the concept of URL structure in technical SEO and discuss how it impacts crawlability, indexability, and user experience. Provide a step-by-step plan for auditing and optimizing a website's URL structure to improve SEO performance.

THE END