Search Engine Optimization

Assessment Fact Sheet

.SHL.

Overview

Multi-choice test that measures the knowledge on the concepts of need of SEO, SEO planning, SEO strategies, SEO software, tools and exchanging links.

Relevant Job Roles	SEO Specialist, Executive - Search Engine Optimization

Details

Language	English (US)
Average Testing Time (minutes)	12 minutes
Allowed Time (minutes)	15 minutes
Maximum Number of Questions	15 questions
Number of Sittings	One
Test Type	Multiple Choice - CTT
Sector	Business
Scores Reported	• Overall Score • Basics of SEO • SEO Strategies • Maintaining SEO

Knowledge, Skills, Abilities And Competencies Measured

The following areas are covered:

- Search engine basics
- SEO planning
- Robots, spiders and crawlers, SEO spamming
- Keywords and increasing keyword success
- Metatags, URL structures, tagging website, role of links and linking
- Navigation, interactive elements, using communities to improve SEO and types of optimization
- Directories and search engines, comparing search results, exchanging links, interactive elements, link trades
- SEO software, tools and resources