Question 1 : A good on-page SEO strategy is to include multiple H1 title tags on a page.
(True or False)

False.

Why? A good on-page SEO strategy is to include only one H1 title tag on a page. Using multiple H1 tags can confuse search engines and negatively impact your website's SEO performance.

Each page should have a clear and relevant H1 tag that represents the main topic or theme of the content.

Other headings like H2, H3, etc., can be used to organize subheadings and content sections.

Question 2 : What is the rel="canonical" tag used for?

- To point users to the master page
- To help search engines identify the master page and resolve duplicate content issues
- To help search engines and users with 301 redirect
- B&C

To help search engines identify the master page and resolve duplicate content issues.

Why? The "rel="canonical" tag plays a crucial role in aiding search engines to pinpoint the primary page and tackle problems related to duplicated content.

Its purpose is to inform search engines that the present page is either a duplicate or a modified version of another page. It also specifies the URL that should be regarded as the preferred or canonical version for the purpose of indexing and ranking.

This approach is instrumental in sidestepping any possible repercussions stemming from duplicate content, while also guaranteeing that the intended page takes center stage in search results.

Question 3 : A good on-page SEO strategy is to include multiple H1 title tags on a page. **(True or False)**

False.

Why? The "rel="canonical" tag plays a crucial role in aiding search engines to pinpoint the primary page and tackle problems related to duplicated content. Its purpose is to inform search engines that the present page is either a duplicate or a modified version of another page.

It also specifies the URL that should be regarded as the preferred or canonical version for the purpose of indexing and ranking.

This approach is instrumental in sidestepping any possible repercussions stemming from duplicate content, while also guaranteeing that the intended page takes center stage in search results.

Question 4 : What would be the best URL structure for search engines and humans?

- www.roofers.com/catetory/roofing-services
- www.roofers.com/fix-5-roofs today
- www.roofers.com/category/594-roof-fix
- www.roofers.com/455353/roofing.

www.roofers.com/catetory/roofing-services

Why ? This URL structure is clear, descriptive, and easy for both search engines and users to understand. It includes the category "roofing services" in a human-readable format, making it more relevant and user-friendly.

Avoiding long and complex numbers in the URL also enhances its readability and usability.

Question 5 : The three pillars of SEO are(**chose the best fiverr basic skills test answers**)

- Head-Body-Footer
- On Page-Off Page-User Experience
- On Page-Keyword Research
- Backlinks On Page-Off Page-Technical.

Why? These pillars represent the key aspects of SEO strategy:

- On-Page SEO: Optimizing the content and HTML source code of individual web pages to improve their search engine rankings and relevance for specific keywords.
- Off-Page SEO: Activities conducted outside the website to improve its visibility and authority, such as link building, social media marketing, and brand mentions.
- User Experience: Focusing on creating a positive and user-friendly experience on the website to increase user satisfaction, engagement, and ultimately, conversions.

Question 6 : A web server is:

- A server that can either accept or deny your request to publish your website
- Google's help bot that will scan a website before it will be shown on SERPs
- A computer software that displays web pages to users at request.
- None of the above.

A computer software that displays web pages to users at request.

Why? A web server is a software application running on a computer system that serves requested web pages to clients (users) when they access a website.
It handles incoming requests, processes them, and delivers the appropriate web pages to the users' web browsers.

Question 7 : Should you research your competitors' backlinks?

- No, it's highly frowned upon by Google
- No, your competitors can sue you for doing that
- Yes, it's a great way to gain backlink building ideas
- It goes against Google Guidelines, but everyone does it anyways .

Yes, it's a great way to gain backlink building ideas

Why? Yes, researching your competitors' backlinks can be a valuable strategy to gain backlink building ideas and insights.
It allows you to understand what types of websites are linking to your competitors and identify potential opportunities to acquire similar backlinks for your own website.

However, it's essential to approach this process ethically and within the boundaries of Google's guidelines.

Avoid engaging in any malicious activities or violating Google's rules, as that could lead to penalties for your website.

Question 7 : The Possum update affected businesses that didn't show up on search results, **(True or False**)

False.

Why? The Possum update, which occurred in September 2016, did not affect businesses that didn't show up on search results.

Instead, it mainly impacted the local search results, filtering out duplicate listings and providing more diverse search results for similar businesses located in close proximity to each other.

The update aimed to improve the accuracy and relevancy of local search results. Businesses that were not showing up on search results were likely affected by other factors and not specifically by the Possum update.

Question 8 : You should never internally link your blog articles throughout your site, Google will lower your rankings . **(True or False**)

False.

Internally linking your blog articles throughout your site is a recommended practice for SEO. Internal linking helps search engines understand the structure and hierarchy of your website, improves the user experience by providing easy navigation, and distributes link authority throughout your content.

When done appropriately, internal linking can boost your website's rankings by making it easier for search engines to discover and index your content.

However, it's essential to use relevant anchor text and link to related content in a natural and user-friendly way.

Avoid excessive or irrelevant internal linking, as it may negatively impact user experience and, in turn, affect your rankings.

Question 9 :Which of the following statements is NOT true?

- Duplicate content affects SEO rankings.
- Page titles are the most important on-page element after content.
- The quality of the images uploaded on the website affects the SEO rankings
- The website domain has no effect on the SEO rankings.

The website domain has no effect on the SEO rankings

Why? The website domain can have an impact on SEO rankings. A domain that is relevant to the website's content and target keywords can positively influence its search engine rankings.

Additionally, factors like domain age, domain authority, and domain history can also play a role in SEO performance. A strong and authoritative domain is likely to rank higher in search results compared to a new or less established domain.

Question 10 : What is true about website content?

- Google highly recommends allowing bots to index the better version of duplicated content
- Inconsistent linking doesn't affect how Google views the page Page placeholders that are empty are not viewed as duplicate content
- None of the above.

None of the above

Why? Let's break down each statement:

- Google does not recommend allowing bots to index duplicate content. Duplicate content can lead to confusion for search engines and affect the ranking of the pages. It's best to have unique and original content for each page.
- Inconsistent linking can affect how Google views the page. Proper and consistent linking helps search engines understand the content and structure of your website, improving its chances of ranking well.
- Empty page placeholders may still be considered duplicate content if they are indexed and appear as empty pages in search results. It's essential to have meaningful and valuable content on each page to avoid any issues with duplicate content.

In summary, all the statements are not true, and it's important to focus on creating original, valuable, and well-linked content for better SEO performance.

Question 11 : How do you check on Google if your site is indexed?

- Index operator Site: operator
- Check: operator
- None of the above

Index operator Site: operator

To check if your site is indexed on Google, you can use the "Site:" operator in the Google search bar. Simply enter "site:yourdomain.com" (replace "yourdomain.com" with your actual domain) in the search bar, and Google will display a list of pages from your website that have been indexed by their search engine.

For example, if your website is "example.com," you would enter "site:example.com" in the Google search bar to see the indexed pages from your website.

Question 12 : Does Adwords improve SEO according to Google? **(Yes or NO)**

No.

Why? According to Google, using AdWords (now known as Google Ads) does not directly improve SEO.

Google Ads is a paid advertising platform where businesses can create and run advertisements to appear on Google's search results and other partner websites. While running Google Ads campaigns can increase your website's visibility and drive traffic through paid clicks, it does not directly impact your organic search engine rankings (SEO).

SEO and Google Ads are two separate strategies. The ranking algorithms for organic search results and paid ads are distinct and operate independently.

Paying for Google Ads does not give your website preferential treatment in organic search results.

However, having a well-optimized website and providing a good user experience can indirectly benefit both your SEO and Google Ads efforts, as it may lead to higher-quality scores for your ads and better user engagement on your website. But again, Google Ads itself does not directly impact SEO rankings.

Question 13 : Will the search change if I type a word in all caps or lowercase letters? **(Yes or No)**

No.

The search results will not change based on whether you type a word in all caps or lowercase letters. Search engines, including Google, are not case-sensitive when it comes to interpreting search queries.

Whether you type a word in all caps, all lowercase, or a combination of both, the search engine will treat it the same way and provide you with relevant search results based on the entered keywords.

Question 14 : What does it mean if your Robots.txt shows this feature.
User-agent Googlebot Disallow: /?
User-agent: Scooter Disallow:"""

- Google and Scooter can crawl your entire site Google and Scooter can NOT crawl your entire site
- Google is not allowed to crawl your dynamically generated pages.
- Scooter is allowed to crawl all your pages

- Scooter is not allowed to crawl your dynamically generated pages and Google is allowed to crawl all your pages

Google is not allowed to crawl your dynamically generated pages. Scooter is allowed to crawl all your pages

Why? The correct interpretation of the Robots.txt directives is as follows:

- User-agent: Googlebot Disallow: /?
- User-agent: Scooter Disallow: (empty or no entry)

This configuration means that Googlebot is not allowed to crawl pages that have a question mark (?) in their URL. However, Scooter is allowed to crawl all your pages, as there are no specific disallow rules for it.

Question 15 : When should you file a reinclusion request to Google?

- After you've optimized your website.
- After you've changed your domain and IP address of your site.
- After you've corrected your black hat SEO practices.
- After you've corrected your white hat SEO practices.

Why? You should file a reinclusion request to Google after you've corrected your black hat SEO practices.

If your website has been penalized or removed from Google's index due to engaging in black hat SEO techniques, such as spammy link building, keyword stuffing, or other manipulative practices, you should take the necessary steps to remove or fix those issues.

After making the corrections and ensuring your website complies with Google's Webmaster Guidelines, you can then submit a reinclusion request to Google to have your website reconsidered for inclusion in their search results.

Filing a reinclusion request is not required after optimizing your website, changing your domain or IP address, or correcting white hat SEO practices, as these actions are typically not associated with penalties or removal from Google's index.

However, if you believe your site has been mistakenly penalized or you want to ensure that Google is aware of the changes you've made, you can still consider submitting a reinclusion request.

Question 16 : Which would be the most effective way of organizing a website with over 1 million pages

- Organize the website into sections and then group them by related categories
- Create Dynamic Title Tags
- Create a dynamic sitemap that updates based on the URL
- Create Dynamic Meta Descriptions All Above.

The most effective way of organizing a website with over 1 million pages would be:

Organize the website into sections and then group them by related categories

Dividing the website into sections and then organizing the content into related categories helps create a clear and structured hierarchy.

This makes it easier for users and search engines to navigate and find relevant information. Additionally, it improves the website's overall user experience and SEO performance.

While creating dynamic title tags, dynamic meta descriptions, and a dynamic sitemap are beneficial for SEO, they are not the primary means of organizing such a large website.

Organizing the content into sections and categories provides a solid foundation, which can be further enhanced with dynamic elements for improved SEO and user experience.

Question 17 : What is the best way to acquire links?

- Buy links
- Link building
- Rent links
- Use hyperlinks.

Link Building.

Why? Link building is a process of actively seeking and obtaining links from other websites to your own site. It involves creating high-quality content, reaching out to relevant websites, and engaging in partnerships or collaborations to earn natural and valuable backlinks.

This approach is considered ethical and aligns with search engine guidelines, ensuring that you build a strong and authoritative online presence.

Buying or renting links can be seen as a violation of search engine guidelines and may lead to penalties for your website, hurting your SEO efforts in the long run.

Therefore, it's best to focus on organic link building strategies to attract genuine and relevant links to your website.

Question 18 : Capital letters affect your the search results **(True or False)**

False.

Capital letters do not affect search results. Search engines, including Google, are not case-sensitive when it comes to interpreting search queries.

Whether you type a word in all caps, all lowercase, or a combination of both, the search engine will treat it the same way and provide you with relevant search results based on the entered keywords.

So, using capital letters or lowercase letters in your search query will not influence the search results you receive.

Question 19 : What is the best SEO practice for handling a page you no longer want on your website?

- Use 301 redirect to redirect the page to a relevant page
- Use 302 redirect to redirect the page to a relevant page
- Delete the page from your site completely
- None of the above.

The best SEO practice for handling a page you no longer want on your website is to:

Use 301 redirect to redirect the page to a relevant page

Why? A 301 redirect is a permanent redirect that informs search engines that the page has moved permanently to a new location. By using a 301 redirect, you can seamlessly redirect users and search engine crawlers from the old page to a relevant and related page on your website.

This ensures that any existing authority and backlinks associated with the old page are passed on to the new page, helping you maintain SEO value and user experience while removing the unwanted page from your site.

Question 20 : Your page titles should never exceed:

- 60 characters
- 70 characters
- 55-60 characters
- 65-70 characters.

55-60 characters

Keeping your page titles within the range of 55 to 60 characters is a good practice for SEO and user experience.

This length ensures that your titles are concise, relevant, and fully visible in search engine results, reducing the risk of truncation. It also allows users to understand what the page is about at a glance.

Longer titles may get cut off in search results, potentially impacting click-through rates and user engagement.

Question 21 : All major search engines are case sensitive. **(True or False**)

False.

All major search engines, including Google, Bing, and Yahoo, are not case-sensitive when it comes to interpreting search queries.
This means that using capital letters or lowercase letters in your search query will not affect the search results you receive.
The search engines treat both cases as the same and provide relevant results based on the entered keywords, regardless of their letter casing.

Question 22 : How does Google handle keyword density?

- Google doesn't calculate keyword density anymore.
- Using your main keywords frequently throughout your pages will help you get noticed by Google to increase Page Rank .
- Google frowns upon keyword stuffing to increase keyword density and may result in penalization
- None of the above.

None of the above.

Why? Google doesn't use keyword density as a direct ranking factor anymore. Keyword density refers to the percentage of times a keyword appears on a webpage compared to the total number of words on that page.

In the past, keyword stuffing, which is the excessive use of keywords to manipulate rankings, was a common practice.

However, search engines, including Google, have become much more sophisticated in understanding content context and user intent.

Today, Google focuses more on the overall quality and relevance of content rather than specific keyword densities.

The best approach is to create high-quality, valuable, and user-friendly content that naturally incorporates relevant keywords where appropriate. Overusing keywords or engaging in keyword stuffing can lead to penalties and negatively impact your website's SEO performance.

So, the emphasis should be on providing valuable content that serves the needs of your audience, rather than solely focusing on keyword density.

Question 23 : What happens when your webpage has more than one canonical tag?

- Google will pick a random canonical tag that it trusts
- Google won't consider any canonical tag
- Google will pick the mobile canonical tag
- Google will determine how to handle this situation.

When a webpage has more than one canonical tag, Google may choose to ignore all the canonical tags present on the page. Instead, it will attempt to determine the most appropriate canonical URL based on its analysis of the page content and other signals.

This means that Google will try to handle the situation by selecting the canonical URL it deems most relevant and valuable for its search results.

It's essential to avoid having multiple conflicting canonical tags on a page, as it can lead to confusion and potential issues with how Google indexes and ranks the page.

Having a clear and single canonical tag that points to the preferred version of the page helps ensure proper indexing and avoids potential duplicate content problems.

Question 24 : Find the correct statement about sitemaps:

- Sitemaps only have one acceptable file format.
- Sitemaps need to be in the robots txt file in order for it to be crawlable by search engine spiders
- Sitemap files cannot contain more than 60,000 URLS.
- Only Googlebots crawl sitemaps.

Sitemaps only have one acceptable file format

Why? Sitemaps need to be in a specific file format that adheres to the Sitemap Protocol, which is an XML-based standard.
This XML format provides a structured way to list the URLs of a website, along with additional metadata like when the URLs were last updated and how often they change.

The other statements are not accurate:

- Sitemaps don't need to be in the robots.txt file to be crawlable. While you can include a reference to your sitemap in the robots.txt file, it's not mandatory for search engine spiders to crawl it.
  Sitemaps can be submitted directly to search engines through their respective webmaster tools.
- Sitemap files can contain more than 60,000 URLs. However, if you have a large website with more than 50,000 URLs, you can use sitemap index files to group multiple sitemaps together.

- Sitemaps are not limited to only Googlebots; all major search engines, such as Bing and Yahoo, also support sitemaps and use them to discover and index pages on websites.

Question 25 : What are natural links?

- They are authoritative links.
- They are from non-proft organizations.
- They are organically made.
- They are from high ranking domains.

They are organically made

Why? Natural links, also known as organic links or editorial links, are links that are voluntarily given by other websites without any solicitation or payment from the website owner.

These links are earned based on the quality, relevance, and value of the content on the linked website.

Natural links come from genuine endorsements, mentions, and references from other websites, which are considered more valuable by search engines in terms of SEO.

They are not artificially manipulated or obtained through link schemes, making them more authoritative and beneficial for a website's overall link profile.

Question 26 : How do you unindex a page?

- Go to Search Console and request to unindex.
- Add a noindex tag
- Add a nofollow tag
- A and B

A and B (both)

Why? To unindex a page from search engines, you can do either of the following:

A) Go to Search Console (formerly known as Google Webmaster Tools) and request to unindex the page. This process involves using the "Remove URLs" tool in Search Console to temporarily hide the page from search results.

B) Add a noindex meta tag to the HTML code of the page. The noindex meta tag instructs search engines not to index the page. When search engine bots encounter this tag, they will not include the page in their search index.

Both options are valid ways to unindex a page, but using the noindex meta tag directly on the page is a more permanent solution, while using Search Console's "**Remove URLs**" tool is a temporary measure.

Question 27 :What is it called when you copy the content of another website and make it your own?

- Audience Jacking
- SEO Jacking
- Audit Jacking
- Page Jacking

Page Jacking

Is the term for copying the content of another website and making it your own.

Question 28 : What link building strategy do search engines implicitly approve?

- Link exchanges between businesses
- Creating quality content
- Stealing competitor links
- Creating your own links.

Creating quality content

Why? Creating high-quality and valuable content that naturally attracts links from other websites is considered a legitimate and effective link building strategy.

When you publish valuable content, other websites are more likely to link to it as a reference or resource, which helps increase your website's authority and rankings in search results.

On the other hand:

Link exchanges between businesses, where websites agree to link to each other in an artificial manner, are not favored by search engines and can be seen as a manipulative tactic.

Stealing competitor links, such as copying their backlinks or engaging in unethical practices to acquire the same links, is against search engine guidelines and can result in penalties.

Creating your own links through artificial and manipulative methods, like buying links or using private blog networks (PBNs), can also lead to penalties and harm your website's SEO performance.

Question 29 : What is an example of a doorway page ?

- A page specifically targeted towards door installation related keywords.
- A page with lots of interlinked backlinks.
- A page with 2 or more backlinks.
- A page or multiple pages created to rank for the same or similar keyword phrase that's closely related.

A page or multiple pages created to rank for the same or similar keyword phrase that's closely related.

Why? Doorway pages are designed to manipulate search engine rankings by targeting specific keywords and redirecting users to a different page, often with the aim of increasing traffic or artificially boosting rankings.

These pages typically offer little or no value to users and are seen as a violation of search engine guidelines.

Search engines, like Google, consider doorway pages as a form of spam and may penalize websites that use them in an attempt to manipulate search results.

Question 30 : What happens when you use javascript in your webpages?

1. Javascript isn't crawlable by search engine bots It takes up space in a webpage which takes search engine bots time to crawl it
2. Move your javascript onto a separate file
3. Javascript code is outdated and cannot be read by most search engines
4. C&D

Javascript isn't crawlable by search engine bots

Why? JavaScript is not always easily crawlable by search engine bots. Historically, search engine bots had difficulty interpreting and executing JavaScript, which could lead to issues with indexing and ranking.

However, modern search engines have made significant advancements in processing JavaScript and can now understand and execute it to some extent.

Despite improvements, it's still recommended to use JavaScript responsibly and consider search engine optimization best practices.

Using progressive enhancement techniques, providing fallback content for non-JavaScript users, and ensuring important content is accessible without JavaScript are some of the approaches to make JavaScript-driven websites more search engine friendly.

Question 31 : While optimizing your website, it is important to generate the right type of traffic How does bounce rate help inform this?

- Shows the percentage of users who entered the website and then went on to visit additional pages.

- Shows the percentage of users who entered the website and then left without viewing any other page.
- Shows the percentage of users who decided to go back to the source from which they found your site.
- Shows the percentage of users who left your website within ten seconds of viewing the first page.

Shows the percentage of users who entered the website and then left without viewing any other page.

Bounce rate represents the percentage of visitors who land on a webpage and then leave the site without interacting further or visiting any other pages on the same site.

A high bounce rate can indicate that visitors are not finding what they are looking for or are not engaged with the content, which may suggest that the website is not attracting the right type of traffic or that there may be issues with the content, user experience, or relevance of the landing page.

It's important to monitor and analyze bounce rates as part of website optimization efforts to ensure that the website is attracting and retaining the right audience.

Question 32 : How would you minimize duplicate content/thin content risks when implementing filters and sort orders for products on your 37 website?

- rel="noindex follow
- rel="noindex, nofollow"
- rel="prev"
- rel="canonical"

rel=canonical

Why?To minimize duplicate content/thin content risks when implementing filters and sort orders for products on your website, you can use the "rel=canonical" tag.

The "rel=canonical" tag helps indicate the preferred version of a webpage to search engines when multiple versions of the same content exist due to filter and sort order variations.
By using the "rel=canonical" tag, you are telling search engines which version of the page should be considered as the main or canonical version, and this helps avoid duplicate content issues and ensures that the right page is indexed and ranked in search results.

Using "rel=canonical" is an effective way to handle filter and sort order variations while maintaining the integrity and uniqueness of your main content.

Question 33 : A good on-page SEO strategy is to include multiple H1 title tags on a page. **(True or False**)

False.

Why? Including multiple H1 title tags on a single page is not a good on-page SEO strategy. According to best practices, each web page should ideally have only one H1 (Heading 1) tag, which represents the main heading of the page.

This helps search engines and users alike to understand the primary topic or focus of the content on that page.

Using multiple H1 tags can confuse search engines and hinder their ability to accurately determine the main topic of the page. It's better to use H2, H3, and other heading tags to structure your content hierarchically, indicating subheadings and subsections.

This way, you create a clear and organized content structure that enhances both user experience and SEO.

In summary, sticking to a single H1 tag for the main heading and utilizing other heading tags appropriately for subheadings is a more effective on-page SEO strategy.

Question 33 : Which character should you use to separate words when creating user friendly URLS?

- Hyphen
- Underscore
- Equal sign
- Any of the above.

The character you should use to separate words when creating user-friendly URLs is:

Hyphen ("-")

Why? Using hyphens in URLs is a common practice and is recommended for creating URLs that are easy to read, understand, and remember.

Hyphens are search engine and user-friendly, as they help separate words and improve the overall readability of the URL.

Additionally, hyphens are preferred over underscores because search engines treat hyphens as word separators, whereas underscores are not always interpreted in the same way.

Question 34 : What is a bad strategy when creating quality title tags?

- Having a unique title
- Including all relevant keywords
- Setting 65 characters as the limit
- Writing a title for user intent.

Setting 65 characters as the limit.

Why? While it is important to keep title tags concise and within a reasonable character limit, setting a strict limit of 65 characters may not always be the best approach.

Title tags should generally be between 50-60 characters to ensure they are fully displayed in search engine results.

However, focusing solely on adhering to an exact character limit can result in titles that are cut-off and not fully descriptive, leading to a negative impact on user experience and click-through rates.

It is important to prioritize writing titles that accurately describe the content of the page, include relevant keywords, and align with user intent while still being concise and clear.

Search engines can display longer titles in some cases, so it's best to focus on creating titles that effectively convey the page's content and entice users to click through to your website.

Our **Alternate Page with Proper Canonical Tag Tool** can help you boost your Technical Seo and also avoid Duplicate Content Mitigation .**How ?** Canonical tags consolidate ranking signals on preferred pages, reducing duplicate content. **(MUST CHECK THIS OUT)**

Question 35 : Meta keywords are the most important factor for on-page SEO strategies. (True or False)

False.

Why? Meta keywords used to be considered an important factor for on-page SEO strategies in the past. However, search engines, including Google, no longer consider meta keywords as a significant ranking factor.

In fact, Google officially announced back in 2009 that they do not use meta keywords for ranking purposes. Other search engines also give little to no weight to meta keywords in their algorithms.

Today, on-page SEO strategies focus more on relevant and high-quality content, proper use of headings, optimizing title tags and meta descriptions, improving page loading speed, mobile-friendliness, and other factors that contribute to a positive user experience and overall website quality.

Question 36 : When speaking about local citations, NAP stands for What does NAP stand for?

- Network Access Provider.
- Name Address Phone.
- Network Analysis Planning.
- Name Authority Place.
- None of the above.
-

Name Address Phone

Why? In the context of local SEO and local citations, NAP refers to the essential business information: Name, Address, and Phone number.

Consistent and accurate NAP information across various online directories, websites, and local listings is crucial for local businesses to improve their online visibility and local search rankings.

Having consistent NAP data helps search engines understand the legitimacy and relevance of the business for local search queries.

Question 37 : It costs money to create a Google My Business account.
(Yes or No)

No.

Why? Creating a Google My Business (GMB) account is absolutely free. Google provides this service to businesses and organizations to help them manage their online presence and appear on Google Maps and in local search results.

GMB is a valuable tool for businesses to showcase their information, such as location, contact details, business hours, and customer reviews, to potential customers searching for products or services in their area.

There is no cost associated with creating and managing a Google My Business account.

Question 38 : What does bounce rate indicate?

- It lets you see the percentage of users who went on your site and then left without browsing around.
- It lets you know how many people bounced around from the different backlinking sources.
- It lets you know the percentage of users who went on your site and visited other webpages.
- A&C
- None of the above.

It lets you see the percentage of users who went on your site and then left without browsing around.

Why? Bounce rate indicates the percentage of visitors who land on a webpage and then leave the site without interacting further or visiting any other pages on the same site. It measures the engagement level of visitors with your website's content.

A high bounce rate may suggest that visitors are not finding what they are looking for or are not engaged with the content, which could indicate issues with the landing page's relevance, user experience, or overall content quality.

Monitoring and analyzing bounce rate can provide insights into the effectiveness of your website and help identify areas for improvement.

Question 39 : How does dynamic serving work?

- It makes your website adapt to the user's specific needs .
- It makes your site dynamically adapt its content to the size of the browser.
- It makes your site respond to the user agent browser and adapt the HTML size for optimal appearance and viewing .
- It makes your site adapt its HTML to different search engines.

It makes your site respond to the user agent browser and adapt the HTML size for optimal appearance and viewing.

Why? Dynamic serving is a technique used in web development to serve different HTML and CSS to users based on their user agent (i.e., the type of device or browser they are using).

This method allows the website to present optimized content specifically tailored to the user's device, such as a desktop computer, tablet, or smartphone.

By dynamically adjusting the HTML and CSS, the site ensures a better user experience and improved appearance for various devices, making it more responsive and adaptable.

This way, the website can provide an optimal viewing experience for users, regardless of the device they are using.

Question 40: Metadata highlights the important parts of your website that is crucial for performance tracking in technical SEO **(True or False)**?

False.

Why? Metadata, while important, does not directly impact performance tracking in technical SEO. Metadata refers to the information provided in the HTML code of a webpage, such as title tags, meta descriptions, and meta keywords.

These elements help search engines understand the content and context of a webpage, and they can influence click-through rates in search results.

Performance tracking in technical SEO involves monitoring various metrics, such as website speed, crawlability, indexation, server response time, mobile-friendliness, and more. These technical aspects affect how search engines crawl, index, and rank your website.

While metadata is crucial for on-page SEO and can indirectly influence user behavior and traffic, it is just one piece of the puzzle in technical SEO performance tracking.

Q.40 Trust Flow and Citation Flow are metrices that update google algorithm

- True
- False

Ans. False

Q.41A good onpage seop strategy is to inlcude multiple H1 title tags on a page?

True
false

Ans.**False**

Q42.What is it called when you copy the content of another website and make it your own

- Audience jacking
- Seo jacking

- Audit jacking
- page Jacking

Ans. Page jacking

Q43.When should you use the rel=nofollow tag?

On links that you trust

On links that you don't trust

Ans.On links that you don't trust.

Q44.Which Search Engine Created TRUST RANK to rank websites and pages?

- Googel
- Microsoft
- Yahoo
- Youtube
- A & C

Ans.Yahoo

Q.42LSI stands for

- Latent Semantic Indexing
- Large scale integeration
- Latent Search Indexing
- Lateral Search index

Ans.Latent Semantic Indexing

Q.43Your title is too long for Google search results.What does Google do?

- Google will show a different title tag
- Google may ignore the title tag
- Your title tag will show but may get cut off
- Google will not show your title

Ans. Your title tag will show but may get cut off

Q44.Google will pirioritize local businesses closest to you

- Ture
- False

Ans.True

Q45.What is the most important tag on a page?

The most important heading tag on a page is:

- They all carry the same weight
- The heading tag
- The heading tag highest on the page

Ans.the heading tag

Q-46.Sitemaps are important for the seo purposes beacuse:

- It adds additional backilns to your site
- The sitemap serves as a keyword magnet for the robots.txt
- It helps google find additional pages on your site
- None of the above.

Ans. It helps google find additional pages on your site

Q47.Websites without any links are indexable by Google on the condition that they were viewed with Chromium

True
False

Ans.False

Q-48.What does the follow robots.txt directive tell search engine robots?

<META NAME=""robots""CONTENT=""noindex,nofollow"">

- Tells the bots not to index or follow the home page
- Tells the bots not to index or follow the links on the page
- Tells the bots not to index or follow the current page they are on
- Tells the bots not to index or follow any content on the page.

Ans. Tells the bots not to index or follow the current page they are on

Q-49.Where can you find the mobile friendliness test tool?

- Google
- Bing
- Moz
- Semrush

Ans.Google

Q-50.Every website aims to use reciprocal links because they comply with Google Guidelines.

- True
- False

Ans:False

Q-51.Your robots.txt file has the following directives:

User-agent:Google bot
Disallow:/*?
User-agent:Scooter
Disallow:

- It allows Googlebot to crawl all pages and will disallow scooter bot from crawling any dynamically generated pages.
- It disallows Googlebot from crawling any page that ends with a "/" and will allow scooter bot to acces to any page.
- Google bot cannot crawl any dynamically generate page and scooter bot will have access to every page.
- None of the above.

Ans. It allows Googlebot to crawl all pages and will disallow scooter bot from crawling any dynamically generated pages.

Q-52.All these tools find backlinks except:

- Semrush
- Ahrefs
- Moz
- Analytics

Ans.Analytics

Q-53.The possum update affected businesses that didn't show up on search results

- True
- False

Ans.False

Q.54How would you recommend which city has the most interest for a searched keywords?

- Yahoo search Tool
- Alexa
- Google Traffic Extension
- Google Trends
- Word Tracker

Ans.Google Trends

Q-55.Is there a difference when you write HTML or HTML on the search?

- Yes
- No

Ans.No

Q-56.Internal linking is the only useful for seo purposes?

- True
- False

Ans:False

Q-57.if you don't want your page to be indexed by Google ,but still have the ability to pass value through its backlinks-what should you do ?

- Use meta robots="yesindex,nofollow"
- Use meta robots="index,follow"
- Use meta robots="noindex,follow"
- All of the above works.

Ans. Use meta robots="noindex,follow

Q-58.Whats the best way to structure your website?

- Make sure all your revelant pages are accessible from the menu
- Use the silo/christsmas tree formation for pages with the same topic
- Make sure none of your page are on the root domain.
- Depends on your website.

Ans.Use a hierarchy navigation system

Q-59.Indexing refers to:

- Posting content on social media so it will appear in search engine results.
- Search engines being allowed to crawl a new page ,then inducting the information onto serps
- How fast search engine can crawl a page
- How quickly search engines can generate results for your search querry
- None of the above.

Ans.Search engines being allowed to crawl a new page ,then inducting the information onto serps

Q-60.Which of the following is true about Meta Keywords for the Google Search Engine?

- Add all the keywords you can
- Add up to 5 keywords
- It targets all your competitors keywords
- The meta keywords is not used by Google anymore.

Ans. The meta keywords is not used by Google anymore.

Q-61.How is keyword desnity used to optimize on page seo?

- Naturally including keywords to make a page revelant to a user's querry will help improve your rank on SERP's.
- If you put enough keywords on a page,it will help you rank on search results.
- Having at least 15 of the main keywords per page will help increase your page rank.
- Keyword desnity doesn't matter to google anymore.

Ans.Naturally including keywords to make a page revelant to a user's querry will help improve your rank on SERP's.

Q-62.Which file gives instructions to search bots?

- Robots.txt
- Sitemaps.xml
- Spider.txt
- Crawlers.xml
- None of the above.

Ans. Robots.txt

Q-63.What is mousetrapping?

- How Google tracks the movements of a mouse on webpage
- A website technique that closely monitors the pages that users visit
- A web browser techniques to make the visitors mouse follow the links on a website
- A web browser trick to desgined to trap a visitpr on a website.

Ans: A web browser trick to desgined to trap a visitpr on a website.

Q-64.Chose the proper type of schema:

- Local
- Recipe
- Event
- Article
- All of the above.

Ans.All of the above.

In the Technical Seo niche , **Robots.txt** files allow website owners to instruct search engine crawlers on which parts of their site should be crawled and indexed and which parts should be excluded.

Q-64.Trust Flow and Citation Flow are metrices that update Google's Algorithm.

- True
- False

Ans.False

Q-65.What was the former name for google?

- Google Search
- Goggles
- Search Index

- Websmaster Tools

Ans.Google Search

Q-66.True or False ?Keyword stemming means that Google understands the meaning of a keyword

- True
- False

Ans.True

Q-67.Which best describes the term "Keyword Prominance".

- Keywords that have a lot of search volume get priority.
- Keywords placed on the bottom of the page is given a higher piriority.
- Keywords placed on the Title Tag,Meta Description,URL & H1 are given a higher piriority.
- No keywords are given piriority.

Ans. Keywords placed on the Title Tag,Meta Description,URL & H1 are given a higher piriority.

Fiverr Skill Test Old Questions [Updated 2022-2023]

1. If you enter "site:www.yelp.com" "roofers"- What are you telling google to do?

1. You're telling google to exclude mentions of roofers

2. You're telling google to exclude mentions of roofers on Yelp
3. **You're telling google to crawl Yelp and find all mentions of roofers related phrases**
4. You're telling google to index Yelp with roofers in it

Answer is: You're telling google to crawl Yelp and find all mentions of roofers related phrases

2. You cannot over optimize your website.

1. **Yes**
2. No

Answer is: Yes

3. What is the best image file for SEO?

1. **Affordable-optometrist-baltimore-md.jpg**
2. Affordable_optometrist_baltimore _md.jpg
3. 55- Baltimore-optometrist.jpg
4. None of above

Ans. **Affordable-optometrist-baltimore-md.jpg**

4. What is the meaning of BERT?

1. **Bidirectional Encoder Representations from Transformers**
2. Background Encoder Redirected from Transformers
3. Bidirectional Equivalent Rate technique
4. Benefit Encoder Representations from Transformers
5. None of above

Answer is: Bidirectional Encoder Representations from Transformers

5. Why it is bad idea from SEO perspective to host free articles and write ups that are very common on the internet?

1. Because they will not lead to fresh traffic
2. Because you could be penalize by [search engine](#) for using duplicate contents
3. Because you will not get the benefits of proper keyword targeting
4. Because people could true up claiming copyright infringement
5. **All of the above**

Answer is: All of the above

6. How do you stop content from showing up in the search results?

1. Add a no show function
2. Silo the page until it stops showing
3. Edit the meta description
4. **Add a " noindex " tag**

Answer is: Add a " noindex " tag

7.What's the page size limit for [Googlebolt crawlers](#)?

1. 100 GB
2. 200 GB
3. 500 Gb
4. **Unlimited**

Answer is: Unlimited

8.How do you verify an ownership of a [GSC](#)?

1. Upload an HTML file provided by Search Console
2. Upload an XML file provided by Search Console
3. Add a specific code between the <head> section of your homepage
4. **Both 1 and 3**
5. You own it as soon as you get it

Answer is: Both 1 and 3

9.Will the search change if I type a word in all caps or lowercase letters?

1. Yes
2. **No**

Answer is: No

10.If your website penalized by Google, what should you do?

1. **Revise thin and inadequate content of your site**
2. Wait for Google to recrawl
3. Contact Google support
4. Contact Google Webmaster

Answer is: Revise thin and inadequate content of your site

11.TF-IDF means:

1. Trust frequency-inverse Data Frequency
2. Term Flow-implied Document Frequency
3. **Term frequency- inverse Document Frequency**
4. Technical frequency- inverse Document Frequency
5. None of above

Answer is: Term frequency- inverse Document Frequency

12.Which image format is best support by browsers?

1. JPEG
2. GIF
3. PNG
4. **All of above**

Answer is: All of above

13.How would you minimize [duplicate content](#)/thin content risks on your site with pagination?

1. rel="pagination"
2. rel="prevpage/nextpage"
3. rel="prev/next"
4. **rel="canonical"**

Answer is: rel="canonical"

14.The sitemap should be included in the [robots.txt](#) file so it can be crawled and indexed by search engine bots.

1. **True**
2. False

Answer : True

15.Who created the term "Domain Authority"

1. Google
2. Yahoo
3. Bing
4. **Moz**

Answer is: Moz

16.What does EAT mean?

1. Equal-Algorithm-Technology
2. **Expertise-Authority-Trust**
3. Expert- Authority-Technology
4. Embedded-Authority-Trust

Answer is: Expertise-Authority-Trust

When should you file a reinclusion request to Google?

1. After you've optimized your website
2. After you've Changed your domain and IP address of your site
3. **After you've corrected your black hat SEO practices**
4. After you've corrected your white hat SEO practices

Answer is: 3

All these tools find backlinks except:

1. Semrush
2. Ahrefs
3. Moz
4. **Analytics**

Answer is: 4

More user use desktops to search rather than mobiles

1. True
2. **False**

Answer is: 2

If 100 peoples do a search on Google and 40 of them click on the 3ʳᵈ result, what is the CTR of the third result?

1. Less than 40%CTR
2. **More than 40%CTR**

3. More than 30%

Answer is: 2

What is the [search Algorithm](#)?

1. **A formula to determine where the search result rank**
2. A coding formula that creates and designs websites
3. A formula that helps you design a website
4. A formula that helps Ads rank

Answer is: 1

A custom [404 page](#) is useful, but what should you avoid?

1. Allowing your 404 pages to be crawled and indexed by search engines
2. Adding a 643 Redirect
3. Finding inconsistent 404 pages on your website
4. **All of above**

Answer is: 4

When should you use the [hreflang attribute](#)?

1. When your website only has one language
2. **When your website is targeted for having a different language**
3. When you've just created your website and you want Google to reassess it
4. When your website has content targeting a specific local community

Answer is: 2

What are [long tail keywords](#)?

1. Search phrases that contain one long word
2. phrases that contain two or fewer words
3. **Very specific containing three or more words**
4. It's almost non-existent in SEO practice

Answer is: 3

What is an ethical strategy?

1. Automatically generating content
2. **[Optimizing title and meta tags](#)** for user intent
3. Duplicating content on several pages
4. Stuffing keywords into your titles

Answer is: 2

CTR stands for:

1. Click-Through-Research
2. **Click-Through-Rate**
3. Click-Transfer-Ratio
4. Click-Target-Rate

Answer is: 2

When should you use the rel=nofollow tag?

1. **On links that you don't trust**
2. On links that you trust

Answer is: 1

What is the term for placing keywords in a page to increase [keyword density](#)?

1. Keyword placing
2. **Keyword stuffing**
3. Keyword hijacking
4. None of above

Answer is: 2

PBN means:

1. Performance based navigation
2. **Private blog network**
3. Private business network
4. Procedure based network
5. Personal blog network

Answer is: 2

What links carries the most value on page?

1. The footer links
2. The navigational links
3. Anchor text links
4. **The link in the main body**

Answer is: 4

When speaking about local citations, NAP stands for

What does [NAP](#) stand for?

1. Network access provider
2. **Name address phone**
3. Network analysis planning
4. Name authority place
5. None of above

Answer is: 2

Are password protected pages indexed by Google?

1. Yes
2. **No**

Answer is: 2

What are [keyword cannibalization](#)?

1. When a keyword loses power and eats another keyword to take its ranking
2. **When you have multiple pages on your site competing against each other for the same keyword**
3. When a keyword loses power due to overlinking
4. When you incorrectly silo your webpages and the keyword stop linking

Answer is: 2

What is the Fred update?

1. Penalized websites that had bad quality backlinks
2. Part of the panda update to ensure [quality content](#)
3. **Penalized websites for having ads and affiliate links**
4. Penalized websites for having duplicate content and affiliate links

Answer is: 3

What does the 301 response status code mean?

1. Remodified
2. **Moved permanently**
3. Moved temporarily
4. Permanently Deleted
5. Involuntary admission

Answer is: 2

Choose the proper type of [schema](#):

1. Local
2. Recipe
3. Event
4. Article
5. **All of above**

Answer is: 5

What is the appropriate keyword density?

1. 1-2%
2. 2-3%
3. **3-4%**
4. 6-7%
5. More than 8%

Answer is: 3

How would you increase the DA of the website?

1. Obtaining high quality backlinks
2. Optimize page loading speed
3. Creating new content relevant to your website's theme
4. **All of above**

Answer is: 4

What happens when a site has a responsive web design?

1. The site will respond and adapt its content to the specific need of each user
2. **The site creates dynamic changes to the HTML appearance to fit the screen size and orientation of a user's device**
3. The site determines the HTML for the user-agent and sends different sizes for optimal viewing
4. The site provides search engines with different HTML for the user-agent

Answer is: 2

Which is the hreflang tag for English in Australia?

1. Hreflang="en-aus"

2. **Hreflang="en-au"**
3. Hreflang="en-al"
4. Hreflang="en-oc"
5. None of above

Answer is: 2

Fiverr Skill Test Old Questions 2020

1. Link building offers all of these advantages except   .

- Improving [search engine rankings](#) and credibility
- Enhancing brand awareness
- Increasing web traffic
- **Generating content automatically**

2.The Google My Business is a free service for commercial businesses.

- **True**
- False

3. What do you use to search for exact phrases in Google?

- Hyphen (-)
- Asterisk (*)
- **Quotation Marks (")**
- Exclamation Point (!)

4.Which of the following statements is NOT true?

- [Duplicate content affects SEO](#) rankings

- Page titles are the most important on-page element after content
- The quality of the images uploaded on the website affects the SEO rankings
- **The website domain has no effect on the SEO rankings**

5.   True or false:

A 500 is an internal server error.

- **True**
- False

6.   Which of the following actions carry a Google penalty?

- Having a robot write your text
- Hiding text for additional keywords in the same color font as your site's background
- Using link farms and paid links to create a network of inbound links to your site
- **All of the above**

7.   When considering HTTP vs. HTTPS pages on a site, it's good to have a mix of both.

- True
- **False**

8.   Which of these are tools used in the auditing process?

- Google Search Console
- Screaming Frog
- Moz
- **All of the above**

9.   Which of the following statements about RSS is/are correct?

- **It is a form of XML.**
- It stands for Really Simple Syndication.
- Its main goal is to display static Information.
- All of the

10. Which of the following are requirements in a robots.txt file?

- *Disallow: [URL string not to be crawled]
- Allow: [URL string to be crawled]
- Sitemap: [sitemap URL]
- ***User-agent: [user-agent name]**

11. Which of the following is a white hat SEO technique?

- Creating a subdomain with a highly popular keyword and creating duplicate copies of the existing pages on it.
- Filling your pages with keywords, whether relevant to the page content or not.
- **Adding keyword-rich meta Titles.**
- None of the Above.

12. What is the most common fix for duplicate content?

- Redirects
- Migrating CMS platforms
- **Canonicals**
- There is no fix

13. Where are you able to [submit a sitemap](#) to Google for indexing purposes?

- **Google Search Console**
- Moz
- HTML
- Directly in search results

14. Which of the following are important components of technical SEO?

- CPC
- CRM
- **Usability**
- User testing

15. An HTML sitemap provides a list of [internal links](#) on a website accessible to users.

- **True**
- False

16. The best way to track performance for technical SEO is metadata.

- True
- **False**

17. Which of the following does Google use to display the characters of a page's meta title?

- **Pixel width**
- Meta title character count
- None of the above

18. Where does the "[mobile friendliness](#)" test live?

- **Google**
- Moz
- Screaming Frog
- [SEMRush](#)

19. What type of sitemap is the most important for SEO?

- Mobile
- **XML**
- HTML
- Image

20. What happens during Google's indexation process?

- **Webpage data is saved in Google's database for easy retrieval and ranking.**
- Information is gathered from other search engines.
- Documents that Google has received are sorted.
- Meaningful results are generated based upon the user's search term.

21. While optimizing your website, it is important to generate the right type of traffic. How does bounce rate help inform this?

- Shows the percentage of users who entered the website and then went on to visit additional pages.
- **Shows the percentage of users who entered the website and then left without viewing any other page.**

- Shows the percentage of users who decided to go back to the source from which they found your site.
- Shows the percentage of users who left your website within ten seconds of viewing the first page.

22. Which of the following statements is correct with regard to the images on a page?

- Images cannot be crawled by the search engines
- **Important keywords related to the image should also be placed in the ALT text**
- Images should always be kept close to the top of a webpage
- Image maps should be used while including the images

23. Which of the following tools could help identify which city in the world has the most search interest for <u>a certain keyword</u>?

- Yahoo Search Term Suggestion Tool
- Alexa
- Google Traffic Estimator
- **Google Trends**
- WordTracker

24. Which of the following activities could be looked down upon by Google per their quality guidelines?

- Using automated website submission software
- Loading pages with irrelevant links
- Registering misspellings of well-known websites
- **All of the above**

25. What is <u>Keyword Density</u>?

- The total percentage of times a keyword appears on a web page compared to the total number of words on the page
- The total number of keywords appear on the title of the content uploaded on the webpage
- The name for the main word or phrase to be mentioned on a content
- **The number of times the keyword is used X (MULTIPLIED BY) the total word count on page**

26. What is usually the most impactful landing page for an inbound link to link to on a site?

- The sitemap
- The contact page
- **The home page**
- The page you'd like to improve rankings for

27. Which black hat SEO technique detects the search engine bot and "feeds" it with a different HTML code than the HTML actually served to users?

- Coating
- Foisting
- Slighting
- **Cloaking**

28. The following robots.txt meta tag directs the search engine bots:

<META NAME="robots" CONTENT="noindex,nofollow">

- Not to index the homepage and not to follow the links in the page
- **Not to index the page and not to follow the links in the page**
- To index the page and not to follow the links in the page
- Not to index the page but to follow the links in the page

29. All major search engines are case sensitive.

- True
- **False**

30. What does the 302 server response code signify?

- The page has been permanently removed
- The method a visitor is using to access the file is not allowed
- **The page has temporarily moved**
- The request is too big to process

31. If a website sells links, what actions does Google recommend to avoid being penalized?

- The text of the paid links should state the words "paid text link" for Google to identify it as a paid link
- Only Paid text links to nonprofit websites should be accepted
- **Paid links should be disclosed through the "rel=nofollow" attribute in the hyperlink**
- Paid links should be disclosed through the "index=nofollow" attribute in the hyperlink

32. What is Anchor Text?

- It is the main body of text on a particular web page
- It is the text within the left or top panel of a web page
- **It is the visible text that is hyper linked to another page**
- It is the most prominent text on the page that the search engines use to assign a title to the page

33. Which of the following factors does Google take into account while assessing whether or not a website has strong domain authority?

- The frequency with which the content of the website is updated.
- The number of pages containing information relevant to the site's purpose.
- The number of inbound natural links related to the site's theme or keywords
- **All of the above**

34. Which of the following statements regarding website content is correct?

- **If you have two versions of a document on your website, Google recommends that you only allow the indexing of the better version**
- Linking to a page inconsistently does not affect the way Google views the page/s.
- Placeholders for pages which do not have content are never viewed as duplicate content by Google
- None of the above

35. How are sitemaps important for the [search engine optimization](#) process?

- Sitemaps help the search engine editorial staff manually review a website.
- The Googlebot looks for the keyword or title "Site Map" on the homepage of a website and gives credit to the websites having sitemap.
- **Sitemaps help the Googlebot see the full scope of pages on a from the website.**
- None of the

36. Cloaking is a black hat SEO technique that involves:

- Increasing the [keyword density](#) on the web pages
- Hiding the keywords within the webpage
- **Offering a different set of web pages to the search engines**
- Creating multiple pages and hiding them from the website visitors

37. Which of the following statements about search engine optimization techniques is/are correct?

- **Making a keyword bold does not influence the way that the search engine looks at the keyword.**
- **Websites with deep linking are looked at favorably by search engines**
- Search engine robots follow the first link they find to any particular page and they do not follow additional links to the same page
- All of the above

38. What is the term for optimization strategies that are unreputable but not as bad as black hat techniques?

- Red hat techniques
- Silver hat techniques
- **Grey hat techniques**
- Shady hat techniques

39. Which of the following statements about Google Sitemap is/ are correct?

- Repeated submission of the Sitemap to Google could be penalized
- You cannot create and submit specialized Sitemaps to Google for Video and Mobile content
- **The Sitemap acceptable to Google follows an XML format**
- All of the above

40. Implementing a 301 redirects on an old page to redirect to a new page is a good tactic from an SEO perspective.

- **True**
- False

41. What is the illegal act called in which a page is copied by unauthorized parties in order to filter traffic off to another site?

- Trafficjacking
- Hijacking
- Blackjacking
- **Pagejacking**

42. Are RSS/Atom feeds returned in Google's search results?

- Yes
- **No**

43. Which of the following website design guidelines have been recommended by Google?

- Having a clear hierarchy and text links
- **Every page should be reachable from at least one static text link**
- If the site map is larger than 100 or so links, you should break the site map into separate pages
- All of the above

44. If you enter the query '"help site:www.reddit.com" into Google's search bar, what results will appear?

- The FAQ page for reddit.com
- Google's FAQ page

- **Pages about "help" within reddit.com**
- The request page for re-indexing of reddit.com

45. The process of acquiring links from other websites to your own is known as:

- Link sharing
- **Link building**
- Content marketing
- Hyperlinks

46. What authorizes payments for e-businesses and online retailers?

- **Payment gateway**
- Authorization code
- Merchant account
- None of the above

NEW Questions (October 2021 Update)

2. What is indexing?

1. Google know what you are thinking and pages appear in them at the Once you posted a page to social media it will appear in search engine results.
2. **Once the search engine has been presented with a new accessible page it will be indicated into the Search Engine Results Pages (SERPs).**
3. once a new page appears in 10 directories it will rank.
4. moment you think of them

1. Why are long-tail searches closer to results in purchasing items?

1. **Because they already have a precise idea of what the user is looking for.**
2. Because long-tail searches are popular.

3. Because they are easier to complete.

3.   Which of the following examples are considered by Google as "auto-generated" [content](#)?

1. Text translated by an automated tool without human review or curation before publishing.
2. Text generated from scrapping Atom/RSS feeds or search result
3. Text generated by the website's content management system
4. **Text generated using automated synonymizing or obduction technique.**

4.   Which of the following statement is correct with regards to using JavaScript within web pages?

1. It uses up the valuable space within the webpage, which should be used for placing meaningful text for the search
2. Search Engine cannot read JavaScript
3. It is a good idea to shift the JavaScript into a separate file.
4. Most of the search engines are unable to read links within JavaScript code.
5. **Both B&C.**

5.   Which of the following statement about FFA pages are true?

1. They are greatly beneficial to SEO
2. **They are also called links Farms**
3. They are Paid Listings.
4. They contain numerous inbound Links.

6.   There is no such thing as "Over-optimization" in SEO?

1. True
2. **False**

# 7.	Which of the following patented the concept of "TrustRank" As a Methodology for Ranking Web Sites & Pages?

1. Yahoo!
2. **Google**
3. Bing
4. Duck Duck GO
5. Both A & B

# 8.	What is CTR?

1. Clicked Times Rate
2. **Click Through Rate**
3. Clicked Times Ratio
4. Click Through Ratio

# 9.	Why is it bad idea from SEO perspective to host free articles and write ups that are very common on the internet?

1. Because they will not lead to fresh traffic.
2. **Because you could be penalized by search engine for using duplicate contents.**
3. Because you will get the benefits of proper keyword targeting.
4. **Because people could turn up claiming copyright infringement.**
5. All of the above.

# 10.	Google updates their algorithm using Trust Flow & Citation Flow.

1. TRUE

2. **FALSE**

11. What does it mean if nothing appears while searching for a domain?

1. Maybe the site is banned by search engine
2. The site has no index tags
3. Blocked by robots.txt
4. **Any of the above.**

12. [Google Search Console](#) is similar to Google Analytics in functionality

1. TRUE
2. **FALSE**

13. In most cases, Statics Pages are more SEO friendly than the dynamic pages?

1. TRUE
2. **FALSE**

14. What was the name given to Google's built-in AI technology portion of its algorithm?

1. Skynet
2. Ava
3. **RankBrain**
4. HAL

15. Why are site maps important for search engine optimization process?

1. Sitemaps help the search engine editorial staff to quickly go through a website, hence ensuring quicker placement.

2. Google gives credit to the website having site maps. The Googlebot looks for the keyword or title "site map" on the home page of a website.
3. Site maps help the search engine spider pick up more pages from the website.
4. **None of the above**

16. Which image format is supported by most browsers?

1. JPEG
2. GIF
3. PNG
4. **All of the above**

17. 10 people do a web search. In response, they see links to a variety of web pages. Three of the 1 people choose one particular link. The link then has a   click through rate.

1. **Less than 30%**
2. 30 percent
3. More than 30%

18. How may signals have Google previously insinuated make up their algorithmic rules?

1. 10+
2. 50+
3. 100+
4. **200+**
5. 250+

19. What are [google algorithms](#) in SEO terms?

1. **Google's formula for indexing and ranking sites in the SERP.**

2. A coding that helps design a website
3. A formula for how to design a website
4. The page rank of a website

20. Google have a tool in the search that allows you to specify links they should ignore in terms of backlink value. What is the tool called?

1. Disallow
2. **Disavow**
3. Disconnect
4. Request Crawl

21. What is the best way to structure your website from an SEO point of view?

1. Parent and child pages grouped together on the same topic (the silo / Christmas tree formation)
2. Keeping all the pages off the root domain
3. Putting all your pages in a folder called "knowledgebase"
4. Making sure every page on your website has a link from the menu
5. **It depends in the type of your website**

22. You can tag outbound links from your site as the following:

1. **No Follow**
2. Sponsered
3. User Generated Content
4. All of the above

23. Which of the following statement about search engine optimization techniques is/are correct?

1. Making a keyword bold does not influence the way that the search engine looks at the keyword.
2. Website with deep linking are considered favorable to search engines.
3. Search engine robots follow the first link they find to any particular page and do not follow additional links to the page.
4. **All of the above.**

24. The best way to track performance for Technical SEO of metadata.

1. TRUE
2. **FALSE**

25.   How do you recover from a manual link penalty?

1. Remove all the links to your site with a Domain Authority of 50 or lower, and wait.
2. Remove all links that so not appear to be editorially given, and then wait.
3. **Clean up links from web directories, articles directories, countries were you don't do business and where you have much rich anchor text, and then wait.**
4. Remove or disavow all links that do not appear to be editorially given, and file a reconsideration request.

26. What does the Vary: User Agent HTTPS Header do?

1. It tells web servers that users more about what a user needs
2. It tells users that a site's content varies from time to time.
3. It tells ISPs to not cache a site's content.
4. **It tells caching server that a site's content varies by user agent.**

SEO Skill Assessment Test Details:

Duration:

40 minutes

Questions:

40 multiple-choice questions.

Test Syllabus

- Seo techniques
- The SEO industry
- Working with metadata strategies
- Search engines industry
- Google search technology
- Link popularity and linking
- Search engines and directories
- Keyword selection and optimization strategies

Instructions for Assessment Test

1. Each question has options to choose from, usually between 2 and 8. Some questions may have more than one correct answer.
2. If you're not sure about an answer, it's okay to guess. There's no penalty for guessing, so try to answer all the questions.
3. To pass the test, you need to get at least 60% of the questions right.
4. You can see how much time you have left for the test at the top of the test window.
5. It's best to take the test using Internet Explorer version 11.0 or higher, Mozilla Firefox 45.0 or higher, or Google Chrome 48 or higher.
6. Questions will appear one at a time. Use the "next" button at the bottom of the page to move to the next question. Make sure to answer each question before moving on.
7. Once you've answered a question, you can't change your answer, so be careful.
8. Don't use the mouse right-click or keyboard shortcuts to navigate through the test.
9. You can only retake the test after waiting for 1 day. And you can only take the test twice within a three-month period.