

Version: 8.0

Question: 1

The process of refining your website so that it will be indexed and ranked by search engines is known as _____ . Complete the sentence by filling in the blank. Choose one of the following:

Exhibit:



- A. Search Engine Optimization
- B. Indexing and Ranking
- C. Search Engine Marketing
- D. Social Media Marketing

Answer: A

Question: 2

Web spiders carry out a key function within search. What is it? Choose one of the following:

- A. Indexing the site
- B. Ranking the site
- C. Parsing the site
- D. Translating the site

Answer: A

Question: 3

Implementing Search Engine Optimization (SEO) involves two key aspects. What are they? Choose one of the following:

- A. Onsite and offsite
- B. Onsite and micro site
- C. Offsite and directory
- D. Onsite and directory

Answer: A

Question: 4

You wish to have your product name display as the primary search link in organic search results. Which meta tag will help you achieve this? Choose one of the following:

- A. Title
- B. Description
- C. Keyword
- D. Refresh

Answer: A

Question: 5

You understand that both for indexing with search engines and for user navigation, providing a clear navigation scheme is important. Which feature will help you do this? Choose one of the following:
Exhibit:



- A. Sitemap
- B. Navigation Bar
- C. Keyword Research Tool

D. Breadcrumbs

Answer: A

Question: 6

You are carrying out offsite optimization on your website. Which one of the following would be part of the exercise? Choose one of the following:

- A. Inbound links
- B. Directory registration
- C. Domain name registration
- D. Canonicalization

Answer: A

Question: 7

What does a search reveal about the person searching? Choose one of the following:

- A. Location and intention
- B. Geography and age
- C. Sentiment and buying power
- D. Intention and age

Answer: A

Question: 8

You are about to perform some research about what your target audience searches for on the Internet. Which tool would you use? Choose one of the following:
Exhibit:

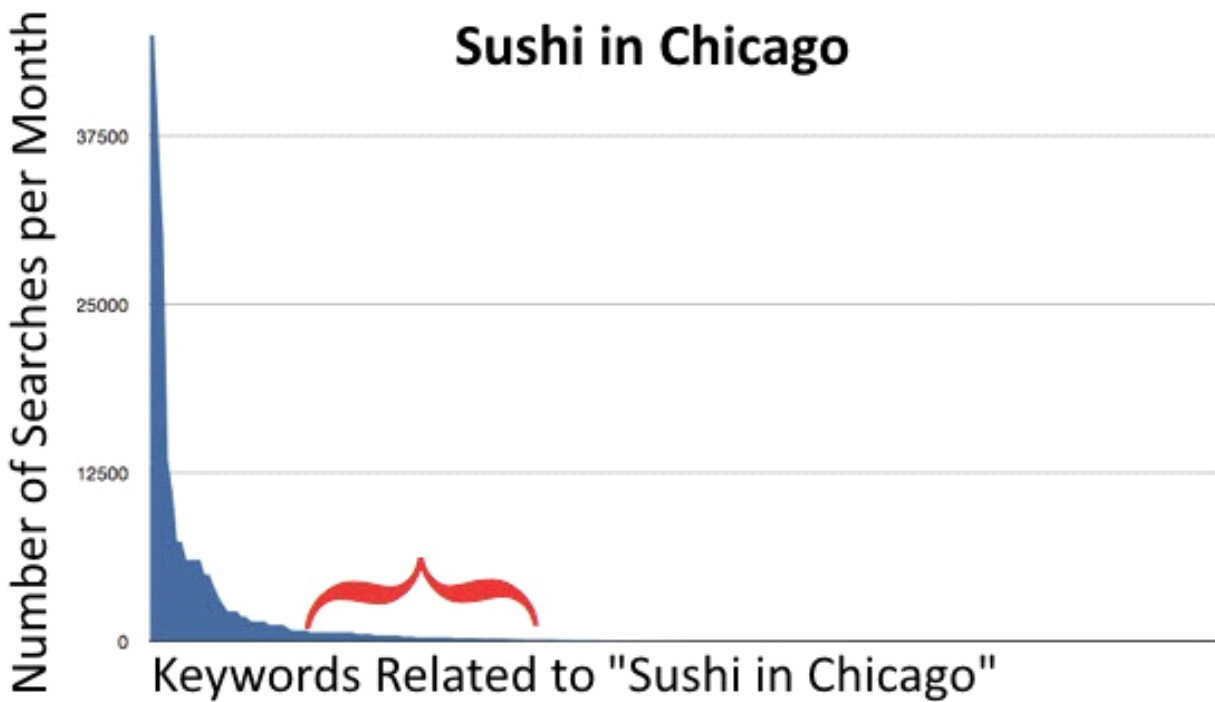


- A. Google AdWords Keyword Planner
- B. Google Alerts
- C. Google Analytics
- D. Google Ad Planner

Answer: A

Question: 9

What is illustrated by the graph shown?



Choose one of the following:

- A. Long tail keywords
- B. High ranking keywords
- C. High volume keywords
- D. Search volumes over time

Answer: A

Question: 10

You are just finalizing your new website and you have heard that there are special tags that help indicate explanatory text for certain visual aspects of page content. Which tags help with this? Choose one of the following:

- A. Alt Tags
- B. Meta Tags
- C. Title Tags
- D. Description Tags

Answer: A

Question: 11

The percentage of times a phrase appears on a webpage relative to the number of words on the page

has a special term to describe it. What is the term? Choose one of the following:

- A. Keyword density
- B. Keyword rotation
- C. Keyword percentage
- D. Keyword value

Answer: A

Question: 12

What do Google Webmaster Tools allow website owners to see? Choose one of the following:
Exhibit:



- A. How a search engine interacts with the website.
- B. The most expensive keywords for the website.
- C. The keyword density on the website.
- D. The number of visitors to the website.

Answer: A

Question: 13

Google decides the ranking for your website based predominantly on which one of the following?

- A. Number and quality of websites that link to your website
- B. Quality of keywords that feature on each page
- C. Quality of the copy in ad campaigns
- D. Number of visitors to your website

Answer: A

Question: 14

Consider the webpage link: <http://www.vidalsassoon.com>

What kind of link format is this known as? Choose one of the following:

- A. URL link
- B. Topic link
- C. Uninformative link
- D. Keyword link

Answer: A

Question: 15

What do internal links within your website assist with? Choose one of the following:

- A. Navigation and search spiders
- B. Navigation and display
- C. Layout and search spiders
- D. Navigation and content

Answer: A
