

- What does the 302 server response code signify?

The Page has temporarily moved

- 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.

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

`<META NAME="robots" CONTENTS= "noindex.nofollow">`

Not to index the page and not to follow the links in the page.

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

Gray hat techniques

- What is the most common fix for duplicate content?

Canonicals

- Which black hat SEO technique detects the search engine bot and “feeds” It with a different HTML code then the HTML actually served to users?

Cloaking

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

Link Building

- Which of the following statements about Google sitemap is/are correct:

The sitemap acceptable to Google follow in XML format.

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

Website are deep linking are considered favorable to search engines.

- What type of the sitemap is the most important for SEO?

XML

- Link building offers all of these advantages except?

Generating content automatically

- Which of the following statements is NOT true?

The website domain has no effect on the SEO rackings.

- True or false

Google My Business is a free services for commercial business?

True

- What is the anchor text?

The visible text hyperlinking to another page

- Where are you able to submit a sitemap to Google for indexing purposes?

Google Search Console

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

All of the above

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

Pages about "help" within www.reddit.com

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

Paid links should be disclosed through the "rel=nofollow" attribute in the hyperlink.

- When considering HTTP vs HTTPS page on a site. It's good to have mix of both

False

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

All of the above

- What is usually the most impactful landing page of an inbound link to link to on a site?

The homepage

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

False

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

Payment gateway

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

Show the percentage of the users how decided to go back to the source from which they found your site

- Are RSS/Atom feeds returned the Google's Search results?

No

- How are sitemaps important for the search engine Optimization process?

Sitemap help the Googlebot see the full scope of pages on a form the website

- Cloaking is a black hat SEO technique that involves?

Offering a different set of pages to search engine

- Which of the following statement is correct with regard to the images on the page?

Important keywords relevant to the image should also b placed in the ait text.

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

Pagejacking

- What does the “mobile friendliness” test live?

Google

- Which of the following does Google use to display the character of a page’s meta title?

Pixel width

- Which of the following is a white hat SEO technique?

Adding Keyword rich met title.

- True or false

An HTML sitemap provides a list of internal link on a website accessible to users?

True

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

Quotation Mark (“)

- True or false

A 500 is an internal server error

True

- Which of the following website design guidelines have been recommended by Google

All of the above

- What is keyword density?

The total percentage of times a keyword appears on a web page compared to the total number of words on the page.

- Which of the following actions carry a Google penalty

All of the above

- True or false

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

True

- What happens during Google's indexation process?

Webpage date is saved in Google's database for easy retrieval and ranking.