



Class :-12th Science Subject -Information Technology Teacher : Mrs. Shilpa Kate
Lesson No.2. Introduction to SEO Multiple Choice Questions

Q1.Fill in the Blanks

- 1.**SEO(search Engine optimization)** is a technique used for designing and developing a website be to rank high in search engine results.
2. **Search Engine** is an online program or software that helps users to search for information on world wide web.
3. For <meta > tag description Contents should be up to **160** characters (spaces included)
4. For page structure optimization , Html programs should start with
<!doctype html>
- 5.**Bookmark** are website links that are stored for future references.
6. **SEO Audit** helps to find out what could be done to improve ranking on search engines, so that consumers could find the website with greater simplicity.
7. **Robots.txt** file tells search engine which pages you want to exclude from indexing.
- 8.**SEO keywords** are the important words and phrases related to the developed website content.

Q2.True or false

- 1.SEO is all about optimizing a web site for Search Engines.

ANS: True

2. SEO is a subset of search engine marketing. **AnS:True**

3. it should be self enclosed like this-

AnS:True

4. With Social bookmarking, you can not create high-quality backlinks.

AnS:False

5. For“ Search Engine Marketing”, one can pay for certain keywords.

AnS:True

6. Use of Invisible Text is white Hat Strategy.

AnS:False

7. with alt attribute also contributes to Optimization .

AnS:True

Q3.Select 1 correct option

1. Which on-page element carries the most weight for SEO?

- a. The meta keywords tag
- b. The title tag**
- c. The headers (H1, H2, H3, etc)

2. Which of these activities is **not recommended when it comes to acquiring backlinks for your website?**

- a.Publish guest articles on fashion blogs
- b.Promote your website by taking part in fashion forums online
- c.Purchase 1000 links from a website**

3. What is meta description?

- a. A short description of your web page that lets a search engine know what the page is about**
- b.A place to put the keyword for a page

c.A description of your company that is displayed above the title tag.

4. Using the same keywords too many time on your web pages, which has a negative effect on user experience and ranking, is a practice called:

a.keyword stuffing

b.keyword density

c.keyword research

5. A friendly URL is:

a.The URL with cryptic text ad a lot of numbers

b.Short, with recognizable text

c.Short, with recognizable text and relevant keywords

6. What does SEM stand for?

a.Self Employed Marketers

b.Standard Elimination

c.Search Engine Marketing

7. What term best denotes the content of a website that spiders can understand and index easily?

a.readable content

b.quality content

c.indexable content

8. What is the approximate length of a title tag will be considered by most search engines?

a.120 characters

b.40 characters

c.60 characters

9.Keyword research helps you:

a.Determine the keyword density on your website

b.Explore the competitiveness of the keywords and estimated amount of traffic for those keywords

c.Find out how to use keywords in the content

10. If you were to use keywords in the same color as the background of your website, thus hiding them, what kind of SEO technique would you be practicing?

a.Leverage branding

b.White hat SEO

c.Black hat SEO

11. Search engine optimization is the process of _____ of a website or a web page in a search engine's search results.

a. Affecting the visibility

b. Generating Cached Files

c. Getting Meta Tags

d. None of these

12. Serving different version of a page to search engine and to human visitors is called _____ SEO.

a. Tapping

b. None of these

c. Fooling

d. Cloaking

13. Writing Repeating keywords and filling your content with irrelevant keywords in an attempt to manipulate where the page ranks on search results

pages.

- a. Keyword Hijacking
- b. Keyword Stuffing**
- c. Keyword Cloaking
- d. None

14. What is keyword density?

- a. No of times the keyword is used/total word count on page**
- b. The number of times the keyword used in title
- c. The No of times the keyword used multiply by total no of word count on page
- d. The number of times the keyword used in page description.

15. Which query will give the list of web pages indexed by a particular search engine on given domain

- a. list:http://www.websitename.com
- b. link:http://www.websitename.com
- c. webpage:http://www.websitename.com
- d. site:http://www.websitename.com**

16. What is anchor text?

- a) It is the main body of text on a particular web page
- b) The text within the left or top panel of a web page
- c) It is the visible text that is hyperlinked to another page**
- d) It is the most prominent text on the page that the search engines use to assign a title to the page

Q4 select 2 correct options

1.Which of the following tactics are good for your search rankings? a) Adding navigation links to your page's template

- b) Using text that is the same color as your page's background
- c) Linking to your site from other websites**
- d) Use of stuffed keyword
- e) Use of duplicate content.

2. Which of the following are types of SEO ?

- a. On Page and Front Page SEO
- b. On Page**
- c. Off Page SEO**
- d. Gray Page SEO
- e. Front Page SEO

3. What are OFF page factors?

- a. Title tags
- b. H1 Tags
- c. Description
- d. Blog/forums**
- e. Social media**

4. Which are the following tools , analyses the websites health.

- a) Seomator**
- b) SEOptimizer**
- c) Robot.txt
- d) Social bookmarking
- e) Google chrome

5. Following are the white hat strategies?

- a. Break or Bend search engine rules
- b. Focus on search engines over users
- c. Optimize for humans not search engines;**
- d. Create quality content that people actively want to read and share.**

e. Break or Bend search engine rules

Q5.Select 3 options

1.Off-Page SEO is concerned with

a. Website-Website relationship

b. Do other websites refer to you

c. do you refer to others?

d. Text displayed to the end user

e. images display to user and website navigation.

2.What are On page factors?

a) Title tags

b) H1 Tags

c) Description

d) Blog/forums

e) Social media

3. What are the correct statements for Black Hat SEO :

a) Uses techniques that search engines do not approve. b)

Break or Bend search engine rules

c) Focus on search engines over users

d) Optimize for humans not search engines;

e) Create quality content that people actively want to read and share. **4.**

What are the white Hat strategies?

a. Duplicate content

b. Well labeled images

c. Invisible text

d. Relevant links and references

e. Standard- compliant HTML

5.For Page structure optimization (on-Page SEO) it is recommended to use

a. Meta-description Tag :

b. Image Tags with ALT attribute

c. Heading Tags

d. Social Bookmarking

e. Backlinks