

# **By OnlineInterviewQuestions.com**

## **SEO - Search Engine Optimization MCQ**

### **Practice SEO - Search Engine Optimization MCQ Questions to Test Your Knowledge**

**SEO** is an abbreviation of search engine optimization. It is a marketing campaign to increase the visibility of websites or business presence in search engines like Google & Microsoft Edge. Search Engine Optimization is a technique that involves the optimization and enhancement of websites by providing necessary information to search engines in such a way that their algorithmic processes accept the sites as legitimate websites, which in turn leads to a higher rank in the search results.

Finally, practice here the top 30+ **SEO MCQ Questions**, that checks your basic knowledge of Search Engine Optimization. these multiple-choice questions are very important & useful for the preparation of SEO exams & job interviews. apart from this, you can also download below the **SEO MCQ PDF** completely free.

Also, Read the [Best SEO Interview Questions](#).

#### **Q1. What does the term "Sandbox" mean in SEO?**

- A. The first 10 search results for a particular keyword.
- B. The box with paid ads that appear when you perform a search.
- C. A special category of sites that are listed in kid-safe searches
- **D. This is where sites are kept till they get mature enough to be included in the top rankings for a particular keyword**

#### **Q2. Which of the following search engines patented the concept of "TrustRank" as a methodology for ranking websites & pages?**

- **A. Yahoo!**
- B. Google
- C. MSN/Bing
- D. Teoma (prior to Acquisition By Ask)

#### **Q3. If a website's search engine saturation with respect to a particular search engine is 20%, what does it mean?**

- A. 20% of the websites pages will never be indexed
- B. Only 20% of the pages of the website will be indexed by the search engine
- **C. 20% of the webpages of the website have been indexed by the search engine**
- D. The website ranks in the first 20% of all websites indexed by the search engine for its most important search terms

**Q4. Which of the following factors have an impact on the google pagerank?**

- **A. The total number of inbound links to a page of a web site**
- B. The subject matter of the site providing the inbound link to a page of a web site
- C. The text used to describe the inbound link to a page of a web site
- D. The number of outbound links on the page that contains the inbound link to a page of a web site

**Q5. If you enter 'help site: www.Onlineinterviewquestions.Com in the google search box, what will google search for?**

- A. It will only find page titles about help within www.Onlineinterviewquestions.Com
- B. It will open up the google help pages applicable to www.Onlineinterviewquestions.Com
- **C. It will find pages about help within www.Onlineinterviewquestions.Com**
- D. It will direct you to the request page for re-indexing of www.Onlineinterviewquestions.Com

**Q6. What is anchor text in SEO?**

- A. It is the main body of text on a particular web page.
- B. It is the text within the left or top panel of a web page.
- **C. It is the visible text that is hyper linked 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.

**Q7. Which of the following free tools/websites could help you identify which city in the world has the largest search for the keyword - "Six sigma"?**

- A. Alexa
- **B. Google Trends**
- C. Google Traffic Estimator
- D. Yahoo search term suggestion tool

**Q8. What is the term for optimization strategies that are in an unknown area of reputability/validity?**

- A. Red hat techniques
- **B. Grey hat techniques**
- C. Silver Hat Techniques
- D. Shady hat techniques

**Q9. What does the 302 server response code signify?**

- **A. The page has temporarily moved**
- B. The page has been permanently removed
- C. The method you are using to access the file is not allowed
- D. It signifies conflict, too many people wanted the same file at the same time

**Q10. What term is commonly used to describe the shuffling of positions in search engine results in between major updates?**

- **A. Flux**
- B. Waves
- C. Swaying
- D. Shuffling

**Q11. Which of the following statements are true about FFA pages?**

- A. They are paid listings
- **B. They are also called link farms**
- C. They are greatly beneficial to seo
- D. They contain numerous inbound links

**Q12. Which of the following statements about rss are correct?**

- **A. It is a form of xml**
- B. It stands for realtime streamlined syndication
- C. It is a good way of displaying static information
- D. It is a microsoft technology

**Q13. What is keyword density?**

- A. The number of times the keyword is used in the page description
- B. The number of times the keyword is used x (multiplied by) the total word count on page
- C. The number of times the keyword is used / (divided by) the total word count on page - (minus) the total words in html on the page
- **D. The number of times the keyword is used / (divided by) the total word count on the page**

**Q14. Which one of the following practice is ethical?**

- **A. Buying links from link farms**
- B. Having the same page twice - once in html, once in pdf.
- C. Stuffing the metatags with keywords
- D. Using hidden text that users don't see but spiders can read

**Q15. What aspects of a hyperlink are not important for SEO?**

- A. The anchor text, especially the keywords in it.
- B. The place from which the link originates.
- **C. The visibility of the link text**
- D. The place to which the link leads.

**Q16. What is the generally accepted difference between SEO and SEM?**

- A. SEO refers to organic/natural listings while sem covers ppc, or paid search
- **B. SEO focuses on organic/natural search rankings, sem encompasses all aspects of search marketing**
- C. No difference, they're synonymous
- D. SEO tends to be a west coast term, sem is more east coast.

**Q17. Which of the following is the least important area in which to include your keyword(s)?**

- **A. Meta keywords**
- B. Meta description
- C. Title
- D. Body text

**Q18. Which of the following link building tactics do search engines tacitly endorse?**

- A. Reciprocal link exchange programs
- **B. Viral content creation & promotion**
- C. Renting pages from trustworthy domains and placing links on them
- D. Buying links from link brokers & networks

**Q19. What is the largest page size that googles spider will crawl?**

- A. 100 KB
- B. 1000 KB
- C. 2GB
- **D. No set limit exists - google may crawl very large pages if it believes them to be worthwhile**

**Q20. What is the full form of SEO?**

- A. Search Engine Optimum
- **B. Search Engine Optimization**
- C. Search Electronic Optimization
- D. None of the above

**Q21. For SEO site content should have .....**

- A. H1
- B. Title Tags
- C. Meta Description
- **D. All of the Above**

**Q22. Pages that are linked from search engine is known as .....**

- A. root pages
- **B. indexed pages**
- C. crawled pages
- D. unindexed pages

**Q23. Which of the following search engines offers a popular list of the top 50 most searched keywords?**

- A. Bing
- B. Yahoo
- **C. Lycos**
- D. Google

**Q24. How much time period is required to get a Google page ranking?**

- A. 1 week
- B. 1 Months
- C. 2 months
- **D. 3 Months or above**

**Q25. Which of the following tactics can harm your search rankings?**

- A. Linking to your site from other websites
- B. Adding navigation links to your pages template
- **C. Using text that is the same color as your pages background**
- D. None of above

**Q26. Which on page element carries the most weight for SEO?**

- **A. The title tag**
- B. The meta keywords tag
- C. Headings
- D. None of above

**Q27. Search engine optimization is the process of \_\_\_\_\_ of a website or a web page in a search engine's search results.**

- A. Getting Meta Tags
- **B. Increase the visibility**
- C. sharing
- D. None of above

**Q28. Which of the following is the process of fetching all the web pages linked to a website?**

- A. Indexing
- **B. Crawling**
- C. Processing
- D. All of the Above

**Q29. Which of the following statements is not true about search engines?**

- A. They are arguably the Internet's "killer app."
- B. They are monetized almost exclusively by search engine marketing.
- C. They have solved the problem of how users instantly find information on the Internet.
- **D. There are hundreds of search engines vying for user attention, with no clear leader having yet emerged.**

**Q30. The meta description is the text that appears below your product's listing. It must be between 50 and 160 characters long.**

- **A. True**
- B. False

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