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Business & Management - Business Analysis

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Business & Management

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Question 1:

What is Crawling?

A) It includes link building, increasing link popularity by submitting in open directories, search engines, link exchange

B) It compares the search string in the search request with the indexed pages in the database.

C) It includes provding good content, good keywords selection, putting keywords on correct places, giving appropriate title to every page

D) is the process of fetching all the web pages linked to a web site

[ANSWER] Answer & Explanation:

No Explanation

Question 2:

What is Indexing?

A) is the process of creating index for all the fetched web pages and keeping them into a giant database from where it can later be retrieved

B) It compares the search string in the search request with the indexed pages in the database.

C) It includes provding good content, good keywords selection, putting keywords on correct places, giving appropriate title to every page

D) is the process of fetching all the web pages linked to a web site

[ANSWER] Answer & Explanation:

No Explanation

Question 3:

What is Calculating Relevancy?

A) It includes link building, increasing link popularity by submitting in open directories, search engines, link exchange

B) It compares the search string in the search request with the indexed pages in the database.

C) It includes provding good content, good keywords selection, putting keywords on correct places, giving appropriate title to every page

D) is the process of fetching all the web pages linked to a web site

[ANSWER] Answer & Explanation:

If more than one pages contains the search string,so the search engine starts calculating the relevancy of each pages in its index to the search string.

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Question 4:

What are the two broad categories of SEO techniques?

A) White Hat SEO

B) Black Hat SEO

C) Red Hat SEO

D) Both a and b

[ANSWER] Answer & Explanation:

No Explanation

Question 5:

Black Hat SEO is also known as:

A) Spamdexing

B) WHST

C) Crawler

D) Rapidexing

[ANSWER] Answer & Explanation:

No Explanation

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