

Sample Questions with Answers

Business & Management - Digital Marketing

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Business & Management

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Question 1:

What do you mean by Crawler?

- A) It is a browser-like program that downloads web pages
- B) It is a program that analyzes web pages downloaded by the spider
- C) It is a program that automatically follows all of the links on each web page
- D) It extracts search results from the database

[ANSWER] Answer & Explanation:

No Explanation

Question 2:

What do you mean by Indexer?

- A) It is a browser-like program that downloads web pages
- B) It is a program that analyzes web pages downloaded by the spider and the crawler
- C) It extracts search results from the database
- D) It is a program that automatically follows all of the links on each web page

[ANSWER] Answer & Explanation:

No Explanation

Question 3:

What is Cloaking SEO tactic?

- A) Serving one version of a page to search engine spiders/bots and another version to human visitors
- B) Repeating keywords in the Meta tags, and using keywords that are unrelated to the site's content
- C) Redirecting users to a page that was different from the page the search engine ranked
- D) Both a and c

[ANSWER] Answer & Explanation:

No Explanation

Question 4:

What is keyword stuffing?

- A) It refers to calculated placement of keywords within a page to raise the keyword count, variety, and density of the page
- B) It refers to repeat keywords in the Meta tags, and using keywords that are unrelated to the site's content
- C) It is storage for downloaded and processed pages
- D) It confirms the useful content available on the web pages

[ANSWER] Answer & Explanation:

No Explanation

Question 5:

What is meta tag stuffing?

- A) It refers to calculated placement of keywords within a page to raise the keyword count, variety, and density of the page
- B) It is a browser-like program that downloads web pages
- C) It refers to repeat keywords in the Meta tags, and using keywords that are unrelated to the site's content
- D) It confirms the useful content available on the web pages

[ANSWER] Answer & Explanation:

No Explanation

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