

SEO Multiple-Choice Quiz with Answers

1. What does SEO stand for?

- A. Search Engine Optimization
- B. Search Engine Operation
- C. Search Engine Organization
- D. Search Engine Orientation

Correct Answer: A

Explanation: SEO stands for Search Engine Optimization. It is the practice of improving a website's visibility in organic (non-paid) search engine results. The goal is to attract more relevant visitors by optimizing content, technical performance, and authority.

2. Which search engine has the largest global market share?

- A. Bing
- B. Yahoo
- C. Google
- D. DuckDuckGo

Correct Answer: C

Explanation: Google dominates the global search engine market, processing billions of searches daily. While optimizing for Google is often the primary focus, following SEO best practices generally benefits performance on other search engines as well.

3. Which of the following is an example of an organic search result?

- A. A Google Ads listing
- B. A sponsored shopping ad
- C. A webpage ranked naturally by Google's algorithm
- D. A paid banner advertisement

Correct Answer: C

Explanation: Organic search results appear because Google's algorithms determine they are relevant and useful—not because someone paid for placement.

4. Which HTML tag is most important for telling search engines the main topic of a page?

- A. <title>
- B. <footer>
- C. <iframe>
- D.

Correct Answer: A

Explanation: The title tag is one of the strongest on-page SEO signals. It helps search engines understand the page's topic and is often displayed as the clickable headline in search results.

5. What is the primary purpose of keyword research?

- A. To increase website loading speed
- B. To discover what users search for online
- C. To create backlinks
- D. To improve server security

Correct Answer: B

Explanation: Keyword research identifies the words and phrases people use in search engines. Understanding these queries helps create content that matches user interests and search intent.

6. Which SEO practice is considered "White Hat"?

- A. Buying hundreds of backlinks

- B. Keyword stuffing
- C. Creating valuable content for users
- D. Cloaking webpages

Correct Answer: C

Explanation: White Hat SEO follows search engine guidelines by focusing on high-quality content, good user experience, and ethical optimization techniques.

7. What is keyword stuffing?

- A. Adding relevant keywords naturally
- B. Repeating keywords excessively to manipulate rankings
- C. Researching long-tail keywords
- D. Creating keyword reports

Correct Answer: B

Explanation: Keyword stuffing involves overusing keywords unnaturally in an attempt to influence rankings. Modern search engines can recognize this practice, which may harm rankings and reduce readability.

8. Which URL is generally considered more SEO-friendly?

- A. www.example.com/page?id=12345
- B. www.example.com/article-about-seo
- C. www.example.com/index.php?cat=5
- D. www.example.com/p?x=99

Correct Answer: B

Explanation: Descriptive, readable URLs help users understand the page content and provide useful context to search engines.

9. What is a backlink?

- A. A link from your website to another page
- B. A link from another website pointing to yours
- C. A broken internal link
- D. A bookmark saved in a browser

Correct Answer: B

Explanation: A backlink is an incoming link from another website. High-quality backlinks can signal that your content is trustworthy and authoritative.

10. Which factor is MOST important when evaluating backlinks?

- A. Quantity only
- B. Domain authority and relevance
- C. Link color
- D. Font size

Correct Answer: B

Explanation: Search engines place greater value on backlinks from reputable, relevant websites than on a large number of low-quality links.

11. What does SERP stand for?

- A. Search Engine Results Page
- B. Search Engine Ranking Process
- C. Search Engine Response Page
- D. Search Engine Report Program

Correct Answer: A

Explanation: A SERP is the page displayed after a user submits a search query. It can include organic listings, ads, featured snippets, maps, videos, and other search features.

12. Which heading should normally appear only once on a webpage?

- A. H1
- B. H2
- C. H3
- D. H6

Correct Answer: A

Explanation: While multiple H1 tags are technically possible in HTML5, using a single, descriptive H1 is generally considered a best practice because it clearly communicates the page's primary topic.

13. What is search intent?

- A. The programming language used to build a website
- B. The reason behind a user's search
- C. The speed of a website
- D. The number of backlinks

Correct Answer: B

Explanation: Search intent refers to what a user hopes to accomplish when performing a search, such as learning information, finding a website, comparing options, or making a purchase.

14. Which type of keyword usually has the highest search volume?

- A. Long-tail keyword
- B. Broad keyword
- C. Branded keyword
- D. Local keyword

Correct Answer: B

Explanation: Broad keywords often receive more searches but are usually more competitive and less specific than long-tail keywords.

15. Which keyword is an example of a long-tail keyword?

- A. Shoes
- B. SEO
- C. Best waterproof hiking boots for winter
- D. Laptop

Correct Answer: C

Explanation: Long-tail keywords are longer, more specific phrases. They often have lower search volume but higher conversion potential because they closely match user needs.

16. Why are meta descriptions important?

- A. They directly increase PageRank.
- B. They summarize page content and can improve click-through rates.
- C. They replace title tags.
- D. They prevent indexing.

Correct Answer: B

Explanation: Although meta descriptions are not a direct ranking factor, compelling descriptions can encourage more users to click on your search result.

17. What does "crawl" mean in SEO?

- A. Compressing images
- B. Search engines discovering webpages
- C. Writing blog posts
- D. Installing plugins

Correct Answer: B

Explanation: Crawling is the process by which search engine bots discover and revisit webpages to gather information for indexing.

18. What is indexing?

- A. Ranking websites
- B. Storing discovered pages in a search engine's database
- C. Buying advertisements
- D. Compressing CSS files

Correct Answer: B

Explanation: After a page is crawled, it may be indexed, meaning it is added to the search engine's database and becomes eligible to appear in search results.

19. Which file helps search engines discover important pages on your website?

- A. robots.txt
- B. sitemap.xml
- C. index.html
- D. config.php

Correct Answer: B

Explanation: An XML sitemap lists important URLs and helps search engines find and prioritize content, especially on larger websites.

20. What is the purpose of a robots.txt file?

- A. Speed up JavaScript
- B. Tell search engine crawlers which areas may or may not be crawled

- C. Increase backlinks
- D. Compress images

Correct Answer: B

Explanation: The robots.txt file provides instructions to compliant search engine crawlers about which parts of a site should or should not be accessed. It does not guarantee that pages won't be indexed if they are linked from elsewhere.

21. Which of the following is considered a technical SEO factor?

- A. Font color
- B. Website crawlability
- C. Social media followers
- D. Email subscribers

Correct Answer: B

Explanation: Technical SEO focuses on aspects such as crawlability, indexing, site architecture, page speed, security, and mobile usability.

22. What does HTTPS provide?

- A. Faster keyword rankings
- B. Secure encrypted communication
- C. Automatic backlinks
- D. Duplicate content removal

Correct Answer: B

Explanation: HTTPS encrypts data between a user's browser and the website, improving security and user trust. It is also considered a positive ranking signal.

23. Which metric measures how quickly the largest visible element loads?

- A. CLS
- B. INP
- C. LCP
- D. FID

Correct Answer: C

Explanation: Largest Contentful Paint (LCP) measures loading performance by tracking when the largest content element in the viewport becomes visible. It is one of Google's Core Web Vitals.

24. What is duplicate content?

- A. Multiple pages containing identical or substantially similar content
- B. Two images with the same size
- C. Two websites on the same server
- D. Repeating navigation links

Correct Answer: A

Explanation: Duplicate content can make it harder for search engines to determine which version of a page to rank. Canonical tags and thoughtful content management can help address this issue.

25. Why is internal linking important?

- A. It helps search engines discover pages and understand site structure.
- B. It guarantees a #1 ranking.
- C. It replaces backlinks.
- D. It prevents all crawl errors.

Correct Answer: A

Explanation: Internal links connect related pages within a website. They help users navigate, distribute authority across the site, and assist search engines in discovering and understanding content relationships.

26. Which HTML attribute should be used to describe an image for accessibility and SEO?

- A. title
- B. alt
- C. href
- D. src

Correct Answer: B

Explanation: The alt (alternative text) attribute describes an image for users who cannot see it and helps search engines understand what the image represents. Good alt text should be descriptive and relevant without unnecessary keyword stuffing.

27. Which image file format is generally best for photographs on websites?

- A. SVG
- B. JPEG
- C. TXT
- D. ICO

Correct Answer: B

Explanation: JPEG provides good image quality with relatively small file sizes, making it ideal for photographs. SVG is better suited for logos and icons because it scales without losing quality.

28. Why should images be compressed before uploading?

- A. To improve rankings automatically

- B. To reduce page load time
- C. To increase backlinks
- D. To change image colors

Correct Answer: B

Explanation: Compressed images load faster, improving user experience and page performance. Faster websites often perform better in search and reduce bounce rates.

29. What is a canonical tag used for?

- A. Blocking search engines
- B. Identifying the preferred version of duplicate or similar pages
- C. Creating backlinks
- D. Increasing keyword density

Correct Answer: B

Explanation: A canonical tag (`rel="canonical"`) tells search engines which version of a page should be treated as the primary version, helping consolidate ranking signals and reduce duplicate-content issues.

30. Which of the following best describes "crawl budget"?

- A. Money spent on SEO
- B. The number of pages a search engine is willing to crawl on a website within a given timeframe
- C. Website hosting cost
- D. Number of backlinks

Correct Answer: B

Explanation: Crawl budget refers to the amount of crawling a search engine allocates to a site. Large websites benefit from optimizing crawl efficiency by reducing duplicate pages and fixing crawl errors.

31. Which HTTP status code means a page has permanently moved?

- A. 200
- B. 301
- C. 404
- D. 500

Correct Answer: B

Explanation: A 301 redirect permanently redirects users and search engines to a new URL while transferring much of the original page's ranking signals.

32. What does a 404 error indicate?

- A. Successful page load
- B. Server overload
- C. Page not found
- D. Redirect completed

Correct Answer: C

Explanation: A 404 Not Found status means the requested page doesn't exist. Too many broken pages can create a poor user experience, so websites should monitor and fix important 404 errors.

33. Which redirect should generally be used when a page permanently changes URL?

- A. 302 Redirect
- B. Meta Refresh
- C. JavaScript Redirect
- D. 301 Redirect

Correct Answer: D

Explanation: A 301 redirect informs search engines that the move is permanent and helps preserve SEO value from the old URL.

34. What is anchor text?

- A. Website footer
- B. Clickable text in a hyperlink
- C. Browser title
- D. Meta description

Correct Answer: B

Explanation: Anchor text helps users and search engines understand what the linked page is about. Descriptive anchor text is generally more useful than vague phrases like "Click Here."

35. Which anchor text is generally considered the most descriptive?

- A. Click Here
- B. Read More
- C. Learn More
- D. Beginner's Guide to Technical SEO

Correct Answer: D

Explanation: Descriptive anchor text provides context about the destination page, improving usability and helping search engines interpret page relationships.

36. What is keyword cannibalization?

- A. Buying too many keywords
- B. Multiple pages competing for the same keyword
- C. Deleting keywords

D. Hiding keywords

Correct Answer: B

Explanation: When several pages target the same keyword, they may compete against each other in search results, making it harder for any single page to perform well.

37. Which SEO practice helps organize website content into related groups?

- A. Content clustering
- B. Cloaking
- C. Keyword stuffing
- D. Link farming

Correct Answer: A

Explanation: Content clusters organize related articles around a central "pillar" page. This structure helps users navigate topics and demonstrates topical expertise to search engines.

38. What is a pillar page?

- A. Homepage logo
- B. A comprehensive page covering a broad topic
- C. Privacy policy
- D. Contact page

Correct Answer: B

Explanation: A pillar page provides an in-depth overview of a topic and links to supporting articles that explore specific subtopics.

39. Which of the following is considered a ranking signal?

- A. Relevant, high-quality content

- B. Browser theme
- C. Screen brightness
- D. Keyboard language

Correct Answer: A

Explanation: Search engines evaluate many signals, including content quality, relevance, page experience, and backlinks. Browser appearance settings are not ranking factors.

40. What is the primary purpose of structured data (Schema markup)?

- A. Speed up hosting
- B. Help search engines understand page content
- C. Increase image size
- D. Replace HTML

Correct Answer: B

Explanation: Structured data provides standardized information about page content, making it easier for search engines to interpret and potentially display enhanced search results, such as rich snippets.

41. Which schema type would be appropriate for an online recipe?

- A. Product
- B. Recipe
- C. Event
- D. SoftwareApplication

Correct Answer: B

Explanation: Recipe schema can provide information such as ingredients, cooking time, ratings, and nutrition, making recipe pages eligible for enhanced search features.

42. What is Google Search Console primarily used for?

- A. Website hosting
- B. Monitoring search performance and indexing
- C. Email marketing
- D. Graphic design

Correct Answer: B

Explanation: Google Search Console helps website owners monitor indexing, search traffic, click-through rates, technical issues, and search queries that bring visitors to their sites.

43. Which report in Google Search Console shows search queries that generate clicks?

- A. Coverage Report
- B. Performance Report
- C. Security Report
- D. Links Report

Correct Answer: B

Explanation: The Performance report displays impressions, clicks, click-through rate (CTR), average position, and the search queries driving traffic.

44. What does CTR stand for?

- A. Click Through Rate
- B. Content Tracking Report
- C. Crawl Test Result
- D. Conversion Tracking Record

Correct Answer: A

Explanation: CTR measures the percentage of users who click a search result after seeing it. Improving titles and meta descriptions can often increase CTR.

45. Which factor can improve organic click-through rate?

- A. Clear, compelling page titles
- B. More CSS files
- C. Larger images
- D. Longer URLs

Correct Answer: A

Explanation: Well-written titles and meta descriptions can make search listings more attractive and relevant, encouraging more users to click.

46. Which of the following is an example of off-page SEO?

- A. Improving page speed
- B. Optimizing title tags
- C. Earning backlinks from reputable websites
- D. Compressing images

Correct Answer: C

Explanation: Off-page SEO focuses on activities outside your website that influence authority and reputation, such as earning quality backlinks and brand mentions.

47. Which backlink is generally the most valuable?

- A. A link from a reputable website in your industry
- B. Hundreds of links from unrelated directories
- C. Links from spam websites
- D. Hidden links

Correct Answer: A

Explanation: Relevance and authority matter more than sheer quantity. A single editorial link from a trusted, relevant site can be more valuable than many low-quality links.

48. Which practice violates search engine guidelines?

- A. Publishing helpful content
- B. Earning editorial backlinks
- C. Participating in link schemes to manipulate rankings
- D. Optimizing page speed

Correct Answer: C

Explanation: Artificial link schemes designed to manipulate rankings violate search engine guidelines and can result in ranking losses or manual actions.

49. What is domain authority?

- A. An official Google ranking factor
- B. A third-party metric that estimates a website's relative authority
- C. Website uptime
- D. Hosting bandwidth

Correct Answer: B

Explanation: Domain Authority (DA) is a proprietary metric created by third-party SEO tools to estimate a site's potential to rank. Google has not stated that it uses DA as a ranking factor.

50. Which strategy is most likely to earn high-quality backlinks naturally?

- A. Publishing useful, original, and shareable content
- B. Buying thousands of links
- C. Hiding keywords

D. Copying competitors' articles

Correct Answer: A

Explanation: High-quality content—such as original research, comprehensive guides, interactive tools, and insightful resources—is more likely to attract natural backlinks from other websites because it provides genuine value.

51. What is the primary purpose of Local SEO?

- A. To rank websites globally
- B. To improve visibility for location-based searches
- C. To increase email subscribers
- D. To improve website hosting

Correct Answer: B

Explanation: Local SEO focuses on improving a business's visibility in searches with local intent, such as "coffee shop near me" or "plumber in Chicago." It's especially important for businesses that serve customers in a specific geographic area.

52. Which platform is most important for managing a business's presence in Google Search and Maps?

- A. Google Docs
- B. Google Business Profile
- C. Google Drive
- D. Google Calendar

Correct Answer: B

Explanation: A Google Business Profile allows businesses to manage their information, respond to reviews, post updates, and appear in local search results and Google Maps.

53. Which information should be consistent across all local business listings?

- A. Font style
- B. NAP (Name, Address, Phone Number)
- C. Logo size
- D. Page background color

Correct Answer: B

Explanation: Consistent NAP information across directories helps search engines verify the legitimacy and accuracy of a business's information.

54. What is a local citation?

- A. A customer complaint
- B. An online mention of a business's name, address, and phone number
- C. A blog comment
- D. A paid advertisement

Correct Answer: B

Explanation: Local citations help search engines verify business details and can contribute to local search visibility.

55. Customer reviews primarily help Local SEO by:

- A. Increasing server speed
- B. Building trust and providing local relevance signals
- C. Compressing images
- D. Creating XML sitemaps

Correct Answer: B

Explanation: Positive reviews can improve user trust and may contribute to stronger local visibility when combined with other ranking factors.

56. Why is mobile-friendly design important for SEO?

- A. Mobile devices no longer use search engines.
- B. Many searches occur on mobile devices, and search engines evaluate mobile usability.
- C. It automatically creates backlinks.
- D. It replaces keyword research.

Correct Answer: B

Explanation: Since many users search on mobile devices, websites that provide a good mobile experience are better positioned to satisfy users and search engines.

57. Which design approach is generally recommended for mobile SEO?

- A. Separate mobile websites for every device
- B. Responsive web design
- C. Flash-based websites
- D. Pop-up-only pages

Correct Answer: B

Explanation: Responsive design adapts layouts to different screen sizes using the same URL and HTML, making it easier for users and search engines.

58. What is Largest Contentful Paint (LCP)?

- A. A security feature
- B. A Core Web Vital measuring loading performance
- C. A link-building strategy
- D. An image format

Correct Answer: B

Explanation: LCP measures how long it takes for the largest visible content element to appear. Faster LCP generally leads to a better user experience.

59. What does Cumulative Layout Shift (CLS) measure?

- A. Keyword density
- B. Visual stability during page loading
- C. Backlink quality
- D. Crawl budget

Correct Answer: B

Explanation: CLS measures unexpected movement of page elements while a page loads. Lower CLS scores indicate a more stable and user-friendly experience.

60. What does Interaction to Next Paint (INP) evaluate?

- A. Website color scheme
- B. Responsiveness to user interactions
- C. Number of backlinks
- D. XML sitemap quality

Correct Answer: B

Explanation: INP measures how quickly a page responds a framework used in Google's Search Quality Evaluator Guidelines. Content demonstrating real experience, to user interactions such as clicks, taps, or keyboard input, reflecting overall responsiveness.

61. What does E-E-A-T stand for?

- A. Experience, Expertise, Authoritativeness, Trustworthiness

- B. Experience, Efficiency, Accuracy, Technology
- C. Expertise, Energy, Access, Trust
- D. Engagement, Evaluation, Authority, Traffic

Correct Answer: A

Explanation: E-E-A-T is a framework used in Google's Search Quality Evaluator Guidelines. Content demonstrating real experience, expertise, authority, and trustworthiness is generally viewed more favorably.

62. Which type of website is held to especially high standards for E-E-A-T?

- A. Entertainment fan pages
- B. YMYL (Your Money or Your Life) websites
- C. Personal photo galleries
- D. Gaming forums

Correct Answer: B

Explanation: Websites covering health, finance, legal, and other topics that can significantly impact people's lives are expected to demonstrate strong E-E-A-T.

63. Which action can help demonstrate expertise?

- A. Publishing accurate, well-researched content with qualified authors
- B. Buying backlinks
- C. Hiding content
- D. Repeating keywords excessively

Correct Answer: A

Explanation: Clearly identifying knowledgeable authors, citing reliable sources, and producing accurate content can strengthen perceived expertise.

64. What is search intent primarily concerned with?

- A. Website hosting
- B. The user's goal behind a search query
- C. Domain age
- D. Browser settings

Correct Answer: B

Explanation: Matching content to the user's intent—whether informational, navigational, commercial, or transactional—is a key aspect of modern SEO.

65. Which search query demonstrates transactional intent?

- A. "What is SEO?"
- B. "SEO guide"
- C. "Buy SEO software"
- D. "History of search engines"

Correct Answer: C

Explanation: Transactional queries indicate that the user is ready or close to making a purchase or completing another conversion action.

66. Which search query demonstrates informational intent?

- A. "Nike official website"
- B. "Best DSLR cameras"
- C. "How does technical SEO work?"
- D. "Buy running shoes online"

Correct Answer: C

Explanation: Informational searches seek knowledge, explanations, or answers rather than making an immediate purchase.

67. What is international SEO?

- A. Translating only the homepage
- B. Optimizing a website for multiple countries or languages
- C. Buying international backlinks
- D. Hosting a website overseas

Correct Answer: B

Explanation: International SEO helps search engines understand which language or regional version of content should be shown to different users.

68. Which HTML attribute helps specify language and regional targeting for similar pages?

- A. alt
- B. hreflang
- C. canonical
- D. charset

Correct Answer: B

Explanation: The hreflang attribute indicates language and regional alternatives, helping search engines serve the appropriate version to users.

69. Voice search optimization often benefits from:

- A. Natural language content and question-based keywords
- B. Hidden text
- C. Flash animations
- D. Keyword stuffing

Correct Answer: A

Explanation: Voice searches are often conversational, so content that answers common questions in natural language is more likely to align with user queries.

70. Which content format frequently performs well for voice search?

- A. FAQ pages
- B. Hidden pages
- C. Duplicate pages
- D. Empty pages

Correct Answer: A

Explanation: FAQ pages provide concise answers to common questions, making them well suited to conversational and voice-based searches.

71. Which metric measures the percentage of visitors who leave after viewing only one page?

- A. Bounce Rate
- B. Domain Authority
- C. Crawl Budget
- D. Keyword Density

Correct Answer: A

Explanation: Bounce rate indicates the percentage of sessions with only one page viewed. While it can provide insight into user behavior, it should be interpreted alongside other engagement metrics.

72. Which analytics metric tells you how many times users completed a desired action?

- A. Conversions
- B. Impressions
- C. Page Speed
- D. Crawl Errors

Correct Answer: A

Explanation: Conversions measure completed goals such as purchases, sign-ups, or contact form submissions, helping evaluate business performance.

73. Which content strategy is generally best for long-term SEO success?

- A. Publishing helpful, original, and regularly updated content
- B. Copying competitors' articles
- C. Publishing hundreds of thin pages
- D. Stuffing every article with keywords

Correct Answer: A

Explanation: Valuable, original content that is maintained over time is more likely to satisfy users and remain competitive in search results.

74. How can AI tools best support an SEO workflow?

- A. Replace all human review
- B. Generate drafts, research ideas, and assist with optimization while humans review for accuracy and quality
- C. Automatically guarantee higher rankings
- D. Eliminate the need for keyword research

Correct Answer: B

Explanation: AI can improve efficiency by assisting with ideation, outlining, and drafting, but human oversight remains important for accuracy, originality, and meeting user needs.

75. Which statement about AI-generated content is most accurate?

- A. Search engines automatically penalize all AI-generated content.
- B. AI-generated content can perform well if it is accurate, helpful, original, and created primarily for users.
- C. AI content always ranks #1.
- D. AI-generated content cannot be indexed.

Correct Answer: B

Explanation: Search engines generally evaluate content based on its quality and usefulness rather than whether AI assisted in its creation. Human review, factual accuracy, originality, and value to readers remain essential.

76. What is the primary purpose of an SEO audit?

- A. To redesign a website
- B. To identify technical, content, and optimization issues affecting search performance
- C. To create social media posts
- D. To purchase backlinks

Correct Answer: B

Explanation: An SEO audit is a comprehensive review of a website's health. It evaluates technical SEO, on-page optimization, content quality, backlinks, mobile usability, site speed, and other factors that influence search visibility.

77. What is log file analysis in SEO?

- A. Reviewing website colors

- B. Analyzing server logs to understand how search engine crawlers access a website
- C. Checking grammar
- D. Designing landing pages

Correct Answer: B

Explanation: Server log files record requests made to a website. Analyzing them helps identify which pages search engine bots crawl, how often they visit, and whether crawl budget is being used efficiently.

78. Why can JavaScript present SEO challenges?

- A. It changes domain names.
- B. Search engines may have more difficulty processing or rendering JavaScript-heavy content if it isn't implemented well.
- C. It automatically creates duplicate content.
- D. It blocks HTTPS.

Correct Answer: B

Explanation: Modern search engines can render JavaScript, but content that depends heavily on client-side rendering may be crawled or indexed less efficiently if not implemented properly.

79. Which action can improve crawl efficiency?

- A. Fixing broken links and reducing unnecessary duplicate pages
- B. Increasing image sizes
- C. Adding more pop-ups
- D. Hiding navigation menus

Correct Answer: A

Explanation: Reducing crawl waste allows search engines to spend more time discovering and updating valuable pages instead of repeatedly crawling low-value or duplicate URLs.

80. What is thin content?

- A. Content with a narrow page width
- B. Pages providing little unique or useful value
- C. Mobile-responsive content
- D. Content with small images

Correct Answer: B

Explanation: Thin content lacks depth, originality, or usefulness. Improving or consolidating these pages often leads to better overall site quality.

81. What is content pruning?

- A. Deleting all old articles
- B. Removing, consolidating, or improving low-quality or outdated content
- C. Adding keywords repeatedly
- D. Compressing images

Correct Answer: B

Explanation: Content pruning focuses on maintaining a high-quality website by updating valuable content and removing pages that no longer serve users.

82. Which of the following is an example of evergreen content?

- A. Daily weather forecast
- B. "How to Tie a Necktie"
- C. Today's stock prices
- D. Breaking news article

Correct Answer: B

Explanation: Evergreen content remains useful over time, requiring only occasional updates. Tutorials, guides, and definitions often fit this category.

83. What is a featured snippet?

- A. A paid advertisement
- B. A highlighted answer displayed near the top of search results
- C. A browser bookmark
- D. A sitemap entry

Correct Answer: B

Explanation: Featured snippets provide concise answers extracted from webpages. Structuring content clearly with headings, lists, and direct answers may improve eligibility.

84. Which formatting style often helps content become eligible for featured snippets?

- A. Organized headings and concise answers
- B. Hidden text
- C. Large image galleries only
- D. Excessive animations

Correct Answer: A

Explanation: Well-structured content using headings, bullet points, numbered steps, and clear definitions can make it easier for search engines to identify useful answers.

85. Rich results are enabled primarily through:

- A. Java applets
- B. Structured data (Schema markup)
- C. PDF files
- D. CSS frameworks

Correct Answer: B

Explanation: Structured data helps search engines understand content and may qualify pages for enhanced search appearances such as review stars, recipes, FAQs, and events.

86. What is an XML sitemap primarily used for?

- A. Styling webpages
- B. Helping search engines discover important URLs
- C. Encrypting website traffic
- D. Blocking crawlers

Correct Answer: B

Explanation: XML sitemaps provide search engines with a list of important pages and metadata, making content discovery more efficient, especially for large sites.

87. Why should important pages receive more internal links?

- A. It makes the website look bigger.
- B. Internal links help users and search engines identify high-priority content.
- C. It increases server memory.
- D. It changes domain authority.

Correct Answer: B

Explanation: Internal linking distributes authority throughout a site and signals which pages are most important while improving navigation.

88. Which SEO metric measures how often a page appears in search results?

- A. Bounce Rate
- B. Impressions
- C. Sessions

D. Conversion Rate

Correct Answer: B

Explanation: Impressions count the number of times a page is shown in search results, regardless of whether users click on it.

89. If a page has many impressions but few clicks, what might improve performance?

- A. Rewrite the title tag and meta description to better match user intent
- B. Delete the page
- C. Remove internal links
- D. Increase keyword stuffing

Correct Answer: A

Explanation: A more compelling title and description can increase click-through rate (CTR) without changing rankings.

90. Which SEO activity should be performed regularly?

- A. Monitoring website performance and fixing issues
- B. Changing domains every month
- C. Removing all backlinks
- D. Deleting old blog posts without review

Correct Answer: A

Explanation: SEO is an ongoing process. Regular audits, content updates, performance monitoring, and technical maintenance help sustain and improve search visibility.

91. Which type of content is most likely to earn natural backlinks?

- A. Original research and comprehensive guides

- B. Copied articles
- C. Duplicate pages
- D. Empty landing pages

Correct Answer: A

Explanation: High-quality resources that offer unique value are more likely to be referenced and linked by other websites.

92. Which practice best supports long-term SEO success?

- A. Focusing on user experience and high-quality content
- B. Buying links
- C. Cloaking pages
- D. Using hidden text

Correct Answer: A

Explanation: Sustainable SEO prioritizes users by creating valuable content, maintaining technical excellence, and earning trust over time.

93. Why is website security important for SEO?

- A. It improves user trust and protects data
- B. It increases keyword density
- C. It replaces backlinks
- D. It automatically improves rankings to first place

Correct Answer: A

Explanation: Secure websites protect user information and create a better experience. HTTPS is also recognized as a positive ranking signal.

94. What is the main goal of SEO reporting?

- A. To measure progress and identify opportunities for improvement
- B. To change domain names
- C. To compress files
- D. To create advertisements

Correct Answer: A

Explanation: SEO reports track key metrics such as organic traffic, rankings, conversions, crawl health, and engagement, as sales, leads, or sign-ups—demonstrate whether SEO efforts are contributing helping guide future optimization efforts.

95. Which KPI is most directly tied to business value?

- A. Organic conversions
- B. Number of fonts
- C. Browser version
- D. Screen resolution

Correct Answer: A

Explanation: While traffic is important, conversions—such as sales, leads, or sign-ups—demonstrate whether SEO efforts are contributing to business objectives.

96. What is one advantage of updating existing content?

- A. It can improve freshness, accuracy, and relevance
- B. It permanently guarantees a #1 ranking
- C. It removes the need for backlinks
- D. It eliminates indexing

Correct Answer: A

Explanation: Updating older content with current information, improved examples, and new insights can enhance its usefulness and maintain its competitiveness.

97. Success depends on technical performance, relevant content, trustworthy information, usability, and an understanding. Which statement best describes modern SEO?

- A. It focuses only on keywords.
- B. It combines technical optimization, quality content, user experience, and authority.
- C. It only requires backlinks.
- D. It only requires fast hosting.

Correct Answer: B

Explanation: Modern SEO is holistic. Success depends on technical performance, relevant content, trustworthy information, usability, and an understanding of user intent.

98. Which SEO principle should guide every optimization decision?

- A. Create value for users first.
- B. Maximize keyword repetition.
- C. Hide content from visitors.
- D. Build as many low-quality links as possible.

Correct Answer: A

Explanation: Search engines aim to reward pages that best satisfy users. Optimizations that improve the user experience tend to support long-term SEO success.

99. What is the biggest misconception about SEO?

- A. SEO requires ongoing work.
- B. SEO can guarantee a #1 ranking.
- C. SEO involves improving website quality.
- D. SEO includes technical optimization.

Correct Answer: B

Explanation: No one can legitimately guarantee a #1 ranking because search rankings depend on many factors, including search intent, competition, and continuously evolving algorithms.

100. What is the ultimate of SEO?

- A. To manipulate search engines
- B. To attract relevant visitors by providing valuable, accessible, and trustworthy content that satisfies user needs
- C. To maximize keyword density
- D. To generate as many pages as possible

Correct Answer: B

Explanation: The primary goal of SEO is to connect users with content that effectively answers their questions or fulfills their needs. Sustainable SEO aligns business goals with a high-quality user experience rather than attempting to exploit search engine algorithms.