

SEO specialist

 Test duration: **45 minutes**  Difficulty level: **Moderate**



1. Which of the following best describes the purpose of keyword research in SEO?

- A) To find keywords that have the most competition
- B) To identify the words and phrases that potential customers use to search for products or services
- C) To randomly select keywords to use in content
- D) To determine which keywords have the lowest search volume

Correct answer: B) To identify the words and phrases that potential customers use to search for products or services

2. What does the term 'on-page SEO' refer to?

- A) Optimization techniques applied to individual web pages to improve search rankings
- B) SEO strategies that focus on social media engagement
- C) The use of paid advertising to boost website traffic
- D) External factors that influence a website's ranking, such as backlinks

Correct answer: A) Optimization techniques applied to individual web pages to improve search rankings

3. Which of the following is an important factor in optimizing a webpage's meta description?

- A) Including the company's full legal name
- B) Keeping it under 160 characters and including the target keyword
- C) Writing it in all capital letters to grab attention
- D) Ensuring it is identical to the page's H1 tag

Correct answer: B) Keeping it under 160 characters and including the target keyword

4. What is the purpose of using 'alt text' for images on a website?

- A) To display text when an image cannot be loaded
- B) To improve the aesthetic design of a webpage
- C) To provide search engines with a description of the image, improving accessibility and SEO
- D) To increase the size of the image file

Correct answer: C) To provide search engines with a description of the image, improving accessibility and SEO

5. Which of the following best describes 'off-page SEO'?

- A) Optimization efforts that take place outside of the website, such as link building and social media marketing
- B) The process of optimizing a website's page load speed
- C) The use of meta tags and descriptions
- D) The design and layout of a webpage

Correct answer: A) Optimization efforts that take place outside of the website, such as link building and social media marketing

6. Which of the following tools is most commonly used to track website traffic and analyze user behavior?

- A) Google Ads
- B) Google Analytics
- C) Google Trends
- D) Google Tag Manager

Correct answer: B) Google Analytics

7. What is the significance of a website's 'bounce rate' in SEO?

- A) It measures the percentage of visitors who leave the site after viewing only one page, indicating possible issues with user engagement or content relevance
- B) It tracks how often a website appears in search results
- C) It measures the time it takes for a webpage to load
- D) It indicates the number of clicks a website receives from search engines

Correct answer: A) It measures the percentage of visitors who leave the site after viewing only one page, indicating possible issues with user engagement or content relevance

8. Which of the following is a best practice for optimizing page load speed?

- A) Using large, high-resolution images
- B) Minimizing the use of CSS and JavaScript files
- C) Enabling browser caching and compressing images
- D) Embedding multiple videos on each page

Correct answer: C) Enabling browser caching and compressing images

9. In the context of link building, what is a 'backlink'?

- A) A link from your website to another website
- B) A link from another website to your website
- C) A broken link on your website
- D) A paid link on social media

Correct answer: B) A link from another website to your website

10. Which of the following is a technical SEO issue that can negatively impact a website's ranking?

- A) Using descriptive titles and headers
- B) Having duplicate content on multiple pages
- C) Using a clear and concise URL structure
- D) Implementing HTTPS across the site

Correct answer: B) Having duplicate content on multiple pages