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Test Series

Self-Made Assignment - Digital Marketing

Search Engine

Complete These MCQ

1. What is a Search Engine?
 - a) A computer hardware
 - b) A tool used to find information on the internet
 - c) A programming language
 - d) A social media platform
2. Which search engine handles over 90% of searches worldwide?
 - a) Yahoo
 - b) Bing
 - c) Google
 - d) DuckDuckGo
3. Which search engine is famous for privacy?
 - a) Baidu
 - b) DuckDuckGo
 - c) Google
 - d) Yandex
4. What is the first step in how search engines work?
 - a) Ranking
 - b) Indexing
 - c) Crawling
 - d) Advertising
5. What do search engines store information in?
 - a) Cache
 - b) Library
 - c) Index
 - d) Folder
6. Which search engine is dominant in China?
 - a) Bing
 - b) Baidu
 - c) Yandex
 - d) Yahoo
7. What do crawlers (spiders) do?
 - a) Make payments online
 - b) Rank websites
 - c) Scan and discover web pages
 - d) Improve website speed
8. Which factor affects search ranking?
 - a) Mobile-friendliness
 - b) Laptop brand
 - c) Screen brightness
 - d) RAM size

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9. What helps search engines find all pages on a website?

- a) Videos
- b) Sitemaps
- c) GIFs
- d) Slides

10. In indexing, search engines store...

- a) Only images
- b) Only videos
- c) Full page information like titles, keywords, metadata
- d) Only website name

11. Which of the following is NOT a ranking factor used by Google?

- a) Backlinks
- b) Page speed
- c) Bounce rate
- d) Printer model of the user

12. If Googlebot cannot access a page because of broken links, what happens?

- a) The page ranks higher
- b) The page is not crawled
- c) The page is automatically promoted
- d) Google pays to fix the link

13. Which search engine is commonly used in Russia and Eastern Europe?

- a) Bing
- b) Baidu
- c) Yandex
- d) Yahoo

14. Structured data helps search engines to...

- a) Block the website
- b) Understand content better (price, rating, product info)
- c) Change website design
- d) Reduce website traffic

15. A digital marketer wants long-term organic traffic. What should they focus on?

- a) SEO
- b) Buying followers
- c) Hardware upgrades
- d) Increasing screen brightness

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