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## Self-Made Assignment - Digital Marketing

### Types of SEO

Complete These MCQ

Q1. What does SEO stand for?

- a) Search Engine Optimization
- b) Site Engine Operation
- c) Search Entry Option
- d) Social Engine Optimization

Q2. How many main types of SEO are there?

- a) Two
- b) Three
- c) Four
- d) Five

Q3. Which SEO type focuses on content inside your website?

- a) Off-Page SEO
- b) Local SEO
- c) Technical SEO
- d) On-Page SEO

Q4. Which element shows the page title in search results?

- a) Image tag
- b) Title tag
- c) Footer
- d) URL

Q5. Which SEO type helps businesses appear in "near me" searches?

- a) On-Page SEO
- b) Off-Page SEO
- c) Local SEO
- d) Technical SEO

Q6. Which of the following is an On-Page SEO element?

- a) Backlinks
- b) Social shares
- c) Headings (H1, H2)
- d) Brand mentions

Q7. What are backlinks mainly used for?

- a) Improving page speed
- b) Improving website authority
- c) Writing content
- d) Fixing images

Q8. Which tool helps check external backlinks to a website?

- a) MS Word
- b) Ahrefs
- c) Notepad
- d) Paint

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Q9. What does NAP stand for in Local SEO?

- a) Name, Area, Page
- b) Name, Address, Phone number
- c) Network, Access, Protocol
- d) Name, Address, Profile

Q10. Which factor is MOST important for Local SEO?

- a) XML sitemap
- b) Google Business Profile
- c) Robots.txt
- d) Meta keywords

Q11. Which file helps search engines find all important pages of a website?

- a) robots.txt
- b) Sitemap.xml
- c) Index.html
- d) Style.css

Q12. What is the main purpose of robots.txt?

- a) Improve website design
- b) Block or allow crawler access
- c) Increase backlinks
- d) Add keywords

Q13. Why is HTTPS important for Technical SEO?

- a) It adds keywords
- b) It improves security and trust
- c) It creates backlinks
- d) It increases content length

Q14. What do a sync and defer attributes mainly help with?

- a) Keyword placement
- b) Page speed improvement
- c) Image optimization
- d) Content readability

Q15. Which SEO type mainly improves crawlability and indexing?

- a) On-Page SEO
- b) Off-Page SEO
- c) Local SEO
- d) Technical SEO

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