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Self-Made Assignment - Digital Marketing

Types of SEO

Complete these MCQ

1. SEO stands for:

- a) Search engine order
- b) Search engine optimization
- c) Search easy online
- d) Site engine option

2. Which type of SEO is done on your own website?

- a) off-page seo
- b) Local seo
- c) on-page seo
- d) Technical seo

3. Title tags and Meta descriptions are part of:

- a) off-page seo
- b) on-page seo
- c) Local seo
- d) Technical seo

4. Backlinks are related to:

- a) on-page seo
- b) Local seo
- c) Technical seo
- d) off-page seo

5. "Pizza near me" is an example of:

- a) Technical seo
- b) on-page seo
- c) Local seo
- d) off-page seo

6. Google Business Profile is used in:

- a) on-page seo
- b) off-page seo
- c) Local seo
- d) Technical seo

7. Which file tells search engines which pages to crawl?

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



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8. Website speed is part of:

- a) on-page seo
- b) off-page seo
- c) Local seo
- d) Technical seo

9. Which of the following helps improve website security?

- a) Keywords
- b) Backlinks
- c) Https / ssl
- d) Headings

10. Internal links are part of:

- a) off-page seo
- b) Local seo
- c) on-page seo
- d) Technical seo

11. Reviews and ratings help in:

- a) Technical seo
- b) Local seo
- c) on-page seo
- d) off-page seo

12. Which seo type focuses on external websites linking to you?

- a) Local seo
- b) on-page seo
- c) Technical seo
- d) off-page seo

13. XML sitemap helps search engines to:

- a) Design websites
- b) Speed up internet
- c) Find website pages
- d) Create backlinks

14. H1, H2, H3 tags are used for:

- a) Images
- b) Links
- c) Headings
- d) Security



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