

Course
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Test Series

Self-Made Assignment - Digital Marketing

Optimizing with Google Algorithm

Complete these MCQ

1. What is Google's algorithm?
 - a) A computer virus
 - b) A set of rules to rank websites
 - c) A website design tool
 - d) A paid advertisement
2. Google prefers websites that are:
 - a) Slow
 - b) Colorful
 - c) Fast
 - d) Expensive
3. Which protocol shows a website is secure?
 - a) http
 - b) www
 - c) https
 - d) html
4. Google ranks which type of content higher?
 - a) Copied content
 - b) Helpful and relevant content
 - c) Very short content
 - d) Only images
5. Which device is most used for searching today?
 - a) Desktop only
 - b) Laptop only
 - c) Mobile phone
 - d) Printer
6. Why does Google like fast websites?
 - a) They look good
 - b) Users don't leave quickly
 - c) They are free
 - d) They use images
7. What helps Google understand your website pages?
 - a) Sitemap.xml
 - b) Logo
 - c) Background color
 - d) Ads

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8. Which heading is most important for SEO?

- a) H4
- b) H3
- c) H2
- d) H1

9. What is the main benefit of responsive design?

- a) More ads
- b) Works well on all screen sizes
- c) Uses more images
- d) Slows website

10. Which link type should be avoided?

- a) Natural backlinks
- b) Government links
- c) Spam or paid links
- d) Blog links

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

- a) To design website
- b) To block all users
- c) To control search engine crawling
- d) To increase ads

12. Why does Amazon rank high on Google?

- a) Because it pays Google
- b) Because it follows SEO rules well
- c) Because it uses many colors
- d) Because it has fewer pages

13. Which user behavior improves Google ranking?

- a) Users leaving quickly
- b) Users staying longer on site
- c) Users closing browser
- d) Users clicking ads only

14. What does Google learn from backlinks?

- a) Website speed
- b) Website design
- c) Website trust and authority
- d) Website color

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