

Sample Questions with Answers

Business & Management - Business Analysis

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Business & Management

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Question 1:

What is Crawling?

- A) It includes link building, increasing link popularity by submitting in open directories, search engines, link exchange
- B) It compares the search string in the search request with the indexed pages in the database.
- C) It includes providing good content, good keywords selection, putting keywords on correct places, giving appropriate title to every page
- D) is the process of fetching all the web pages linked to a web site

[ANSWER] Answer & Explanation:

No Explanation

Question 2:

What is Indexing?

- A) is the process of creating index for all the fetched web pages and keeping them into a giant database from where it can later be retrieved
- B) It compares the search string in the search request with the indexed pages in the database.
- C) It includes providing good content, good keywords selection, putting keywords on correct places, giving appropriate title to every page
- D) is the process of fetching all the web pages linked to a web site

[ANSWER] Answer & Explanation:

No Explanation

Question 3:

What is Calculating Relevancy?

- A) It includes link building, increasing link popularity by submitting in open directories, search engines, link exchange
- B) It compares the search string in the search request with the indexed pages in the database.
- C) It includes providing good content, good keywords selection, putting keywords on correct places, giving appropriate title to every page
- D) is the process of fetching all the web pages linked to a web site

[ANSWER] Answer & Explanation:

If more than one pages contains the search string,so the search engine starts calculating the relevancy of each pages in its index to the search string.

Question 4:

What are the two broad categories of SEO techniques?

- A) White Hat SEO
- B) Black Hat SEO
- C) Red Hat SEO
- D) Both a and b

[ANSWER] Answer & Explanation:

No Explanation

Question 5:

Black Hat SEO is also known as:

- A) Spamdexing
- B) WHST
- C) Crawler
- D) Rapidexing

[ANSWER] Answer & Explanation:

No Explanation

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