

Search Engine Optimization Executive

Sample Paper

Training Provider		Training Center	
Center SPOC		Batch Id	
Center SPOC Contact No		Assessment date	
Candidate Name		Trainer Name	
Candidate Contact No		Trainer Contact No	
Candidate Signature		Trainer Signature	

Q1. Which search engine is the most widely used?

- a) Bing
- b) Yahoo
- c) Google
- d) DuckDuckGo

Q2. Which of the following is an example of an on-page SEO factor?

- a) Title tag
- b) Backlinks
- c) Social media ads
- d) TV advertisements

Q3. What does SERP stand for?

- a) Search Engine Results Page
- b) Search Engine Ranking Program
- c) Search Engine Report Page
- d) Search Engine Review Platform

Q4. What is a keyword in SEO?

- a) Website logo
- b) Search term used by users
- c) Domain name
- d) Website theme

Q5. Which tool is commonly used for keyword research?

- a) MS Paint
- b) Google Keyword Planner
- c) Calculator
- d) Notepad

Q6. Long-tail keywords generally:

- a) Have more competition
- b) Are shorter phrases
- c) Have specific search intent
- d) Are unrelated to SEO

Q7. Which factor is important while selecting keywords?

- a) Search volume
- b) Screen size
- c) Font color
- d) Browser type

Q8. Which HTML tag is important for page titles?

- a) <title>
- b)
- c) <table>
- d) <body>

Q9. Meta descriptions are used to:

- a) Store images
- b) Describe webpage content in search results
- c) Create backlinks
- d) Improve internet speed

Q10. Which heading tag has the highest importance?

- a) H6
- b) H4
- c) H1
- d) H3

Q11. Internal linking helps:

- a) Improve site navigation
- b) Reduce content quality
- c) Increase spam
- d) Delete pages

Q12. Backlinks are:

- a) Links from other websites to your website
- b) Broken links
- c) Internal links
- d) Images

Q13. Which activity is an off-page SEO technique?

- a) Meta tag optimization
- b) Title optimization
- c) Social bookmarking
- d) Image compression

Q14. High-quality backlinks should come from:

- a) Relevant and authoritative websites
- b) Spam websites
- c) New empty websites
- d) Unrelated pages

Q15. Guest blogging mainly helps in:

- a) Building backlinks
- b) Formatting content
- c) Coding websites
- d) Increasing RAM

Q16. Which tool is widely used to track website traffic?

- a) Google Analytics
- b) Paint
- c) WordPad
- d) VLC Media Player

Q17. What should an employee do after identifying a workplace hazard?

- a) Ignore it
- b) Report it to the concerned authority
- c) Leave the workplace
- d) Continue working without action

Q18. Which skill is most important for effective teamwork?

- a) Cooperation
- b) Isolation
- c) Negligence
- d) Aggression

Q19. Which tool is commonly used to monitor website traffic?

- a) Google Analytics
- b) MS Paint
- c) Calculator
- d) WordPad

Q20. What does keyword ranking indicate?

- a) Position in search engine results
- b) Website color scheme
- c) Employee performance
- d) Browser version