

Mangools Free SEO Certification Course Answers

Marks - 20/20 (100%)

1. What is SEO?

- The process of increasing visibility in search engines through advertising.
 - The process of improving positions in organic search results.
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2. What is off-page SEO?

- Many activities to improve the domain authority, mostly by getting high-quality backlinks.
 - Improving meta tags, content, images and URL optimization, etc.
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3. White-hat SEO is:

- A set of unethical practices to improve rankings of a website.
 - A set of ethical techniques sticking to guidelines and rules.
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4. What is website crawling?

- Pulling out the results from search engines to generate SERP.
 - Scanning the website, its sections, content, keywords, headings, links, images by thousands of small bots.
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5. What type of search query is “How to prepare for a test”?

- Transactional.
 - Navigational.
 - Informational.
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6. Are meta keywords still important for improving SEO?

- Yes.
 - No.
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7. Is using multimedia good for increasing user engagement?

- Yes.
 - No.
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8. Where would you start looking for technical errors of your website’s appearance in Google search?

- Google Search Console.
 - Google SERP.
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9. Does mobile-first indexing mean that Google will use the mobile version of your website for indexing and ranking?

- Yes.

- No, Google will use both desktop and mobile versions.
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10. "If the content is unique enough, it doesn't need to be optimized."

- True.

False.

11. Can Google bots "read" the content in embedded videos or pictures?

- Yes, it will be indexed.

No, we should include a transcript.

12. Adding as many popular keywords as possible ...

- ... will get me to the top of SERP.

...won't help that much anymore.

13. Why should we use long tail keywords?

- Because they have huge search volumes.

Their search volumes are lower but they're more relevant and lead to higher engagement.

- We shouldn't use them.
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14. What is a do follow link?

- A link that passes authority to the linked website.
 - A link that helps to get more followers on social media.
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15. When we do link building:

- We should exchange or buy as many backlinks as possible.

We should think of it as a long-term process in which it is good to naturally acquire high-quality backlinks.

16. "UX and SEO are two separate players so their synergy wouldn't bring any positive results."

- True.

False.

17. Is there a way to measure UX?

- No, because it's too subjective.
- Yes, but only in heatmaps.

Yes, in Google Analytics, heatmaps and other reports.

18. Sitewide links:

- Are great because you get more backlinks from the same website.
 - Are good but their SEO potential may be lower compared to single links.
 - Are harmful to your website SEO and you should avoid them.
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19. Should you link to other websites from your article?

- Yes, it is good to link to other relevant sources.
 - No, except for the case when you are paid for the link placement.
 - No, linking to other websites can send the visitor away from your website.
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20. When doing keyword research, what should we pay attention to besides the search volume and difficulty of the keyword?

- SERP analysis
 - Content length and keyword density
 - Popularity of the keyword on social media
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