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[SEO Skill Assessment Test](#) [Updated: 2022]

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Test Score (9.5/10)

How to find the Fiverr SEO skill test questions and answers?

SEO Assessment Test is not visible anymore at Fiverr but you can still pass it to get approved for your SEO-based gig.

Fiverr SEO Skill Test Answers 2022 is solved by me after practicing couple of time.

If you have a better and authentic [answer to any of these questions](#), you can share with me to improve this sheet for every newbie, so it can work for all free of cost.

SEO Skill Assessment Test Latest Answers (Updated August 2022)

1: If you enter “site:www.yelp.com” “roofers”- What are you telling google to do?

1. You're telling google to exclude mentions of roofers
2. You're telling google to exclude mentions of roofers on Yelp
3. **You're telling google to crawl Yelp and find all mentions of roofers related phrases**
4. You're telling google to index Yelp with roofers in it

Answer is: 3

2: You cannot over optimize your website.

1. **Yes**
2. No

Answer is: 1

3: What is the meaning of BERT?

1. **Bidirectional Encoder Representations from Transformers**
2. Background Encoder Redirected from Transformers
3. Bidirectional Equivalent Rate technique
4. Benefit Encoder Representations from Transformers
5. None of above

Answer is: 1

4: What is the best image file for SEO?

1. **Affordable-optometrist-baltimore-md.jpg**
2. Affordable_optometrist_baltimore_md.jpg
3. 55- Baltimore-optometrist.jpg
4. None of above

Answer is: 1

5: How do you stop content from showing up in the search results?

1. Add a no show function
2. Silo the page until it stops showing
3. Edit the meta description
4. **Add a “ noindex “ tag**

Answer is: 4

6: Why it is bad idea from SEO perspective to host free articles and write ups that are very common on the internet?

1. Because they will not lead to fresh traffic
2. Because you could be penalize by search engine for using duplicate contents
3. Because you will not get the benefits of proper keyword targeting
4. Because people could true up claiming copyright infringement
5. **All of the above**

Answer is: 5

What's the page size limit for Googlebolt crawlers?

1. 100 GB
2. 200 GB
3. 500 Gb
4. **Unlimited**

Answer is: 4

How do you verify an ownership of a GSC?

1. Upload an HTML file provided by Search Console
2. Upload an XML file provided by Search Console
3. Add a specific code between the <head> section of your homepage
4. **Both 1 and 3**
5. You own it as soon as you get it

Answer is: 4

Will the search change if I type a word in all caps or lowercase letters?

1. Yes
2. **No**

Answer is: 2

If your website penalized by Google, what should you do?

1. **Revise thin and inadequate content of your site**
2. Wait for Google to recrawl
3. Contact Google support
4. Contact Google Webmaster

Answer is: 1

TF-IDF means:

1. Trust frequency-inverse Data Frequency
2. Term Flow-implied Document Frequency
3. **Term frequency- inverse Document Frequency**
4. Technical frequency- inverse Document Frequency
5. None of above

Answer is: 3

Which image format is best support by browsers?

1. JPEG
2. GIF
3. PNG
4. **All of above**

Answer is: 4

How would you minimize duplicate content/thin content risks on your site with pagination?

1. rel="pagination"
2. rel="prevpage/nextpage"
3. rel="prev/next"
4. **rel="canonical"**

Answer is: 4

The sitemap should be included in the robots.txt file so it can be crawled and indexed by search engine bots.

1. **Ture**
2. False

Answer is: 1

Who created the term "Domain Authority"

1. Google
2. Yahoo
3. Bing
4. **Moz**

Answer is: 4

What does EAT mean?

1. Equal-Algorithm-Technology
2. **Expertise-Authority-Trust**
3. Expert- Authority-Technology
4. Embedded-Authority-Trust

Answer is: 2

When should you file a reinclusion request to Google?

1. After you've optimized your website
2. After you've Changed your domain and IP address of your site
3. **After you've corrected your black hat SEO practices**
4. After you've corrected your white hat SEO practices

Answer is: 3

All these tools find backlinks except:

1. Semrush
2. Ahrefs
3. Moz
4. **Analytics**

Answer is: 4

More user use desktops to search rather than mobiles

1. True
2. **False**

Answer is: 2

If 100 peoples do a search on Google and 40 of them click on the 3rd result, what is the CTR of the third result?

1. Less than 40% CTR
2. **More than 40% CTR**
3. More than 30%

Answer is: 2

What is the search Algorithm?

1. **A formula to determine where the search result rank**
2. A coding formula that creates and designs websites
3. A formula that helps you design a website
4. A formula that helps Ads rank

Answer is: 1

A custom 404 page is useful, but what should you avoid?

1. Allowing your 404 pages to be crawled and indexed by search engines
2. Adding a 643 Redirect
3. Finding inconsistent 404 pages on your website
4. **All of above**

Answer is: 4

When should you use the hreflang attribute?

1. When your website only has one language
2. **When your website is targeted for having a different language**
3. When you've just created your website and you want Google to reassess it
4. When your website has content targeting a specific local community

Answer is: 2

What are long tail keywords?

1. Search phrases that contain one long word
2. phrases that contain two or fewer words
3. **Very specific containing three or more words**
4. It's almost non-existent in SEO practice

Answer is: 3

What is an ethical strategy?

1. Automatically generating content
2. **Optimizing title and meta tags for user intent**
3. Duplicating content on several pages
4. Stuffing keywords into your titles

Answer is: 2

CTR stands for:

1. Click-Through-Research
2. **Click-Through-Rate**
3. Click-Transfer-Ratio
4. Click-Target-Rate

Answer is: 2

When should you use the rel=nofollow tag?

1. **On links that you don't trust**

2. On links that you trust

Answer is: 1

What is the term for placing keywords in a page to increase keyword density?

1. Keyword placing
2. **Keyword stuffing**
3. Keyword hijacking
4. None of above

Answer is: 2

PBN means:

1. Performance based navigation
2. **Private blog network**
3. Private business network
4. Procedure based network
5. Personal blog network

Answer is: 2

What links carries the most value on page?

1. The footer links
2. The navigational links
3. Anchor text links
4. **The link in the main body**

Answer is: 4

When speaking about local citations, NAP stands for

What does NAP stand for?

1. Network access provider
2. **Name address phone**
3. Network analysis planning
4. Name authority place
5. None of above

Answer is: 2

Are password protected pages indexed by Google?

1. Yes
2. **No**

Answer is: 2

What are keyword cannibalization?

1. When a keyword loses power and eats another keyword to take its ranking
2. **When you have multiple pages on your site competing against each other for the same keyword**
3. When a keyword loses power due to overlinking
4. When you incorrectly silo your webpages and the keyword stop linking

Answer is: 2

What is the Fred update?

1. Penalized websites that had bad quality backlinks
2. Part of the panda update to ensure quality content
3. **Penalized websites for having ads and affiliate links**
4. Penalized websites for having duplicate content and affiliate links

Answer is: 3

What does the 301 response status code mean?

1. Remodified
2. **Moved permanently**
3. Moved temporarily
4. Permanently Deleted
5. Involuntary admission

Answer is: 2

Choose the proper type of schema:

1. Local
2. Recipe
3. Event
4. Article
5. **All of above**

Answer is: 5

What is the appropriate keyword density?

1. 1-2%
2. 2-3%
3. **3-4%**
4. 6-7%
5. More than 8%

Answer is: 3

How would you increase the DA of the website?

1. Obtaining high quality backlinks
2. Optimize page loading speed
3. Creating new content relevant to your website's theme
4. **All of above**

Answer is: 4

What happens when a site has a responsive web design?

1. The site will respond and adapt its content to the specific need of each user
2. **The site creates dynamic changes to the HTML appearance to fit the screen size and orientation of a user's device**
3. The site determines the HTML for the user-agent and sends different sizes for optimal viewing
4. The site provides search engines with different HTML for the user-agent

Answer is: 2

Which is the hreflang tag for English in Australia?

1. Hreflang="en-us"
2. **Hreflang="en-au"**
3. Hreflang="en-al"
4. Hreflang="en-oc"
5. None of above

Answer is: 2

Fiverr Skill Test Old Questions 2020

1. The Google My Business is a free service for commercial businesses.

- **True**
- False

2. Link building offers all of these advantages except_____.

- Improving search engine rankings and credibility
- Enhancing brand awareness
- Increasing web traffic
- **Generating content automatically**

3. Which of the following statements is NOT true?

- Duplicate content affects SEO rankings
- Page titles are the most important on-page element after content
- The quality of the images uploaded on the website affects the SEO rankings
- **The website domain has no effect on the SEO rankings**

4. What do you use to search for exact phrases in Google?

- Hyphen (-)
- Asterisk (*)
- **Quotation Marks (")**
- Exclamation Point (!)

5. True or false:

A 500 is an internal server error.

- **True**
- False

6. Which of the following actions carry a Google penalty?

- Having a robot write your text
- Hiding text for additional keywords in the same color font as your site's background
- Using link farms and paid links to create a network of inbound links to your site
- **All of the above**

7. When considering HTTP vs. HTTPS pages on a site, it's good to have a mix of both.

- True
- **False**

8. Which of these are tools used in the auditing process?

- Google Search Console
- Screaming Frog

- Moz
- **All of the above**

9. Which of the following statements about RSS is/are correct?

- **It is a form of XML.**
- It stands for Really Simple Syndication.
- Its main goal is to display static Information.
- All of the

10. Which of the following are requirements in a robots.txt file?

- *Disallow: [URL string not to be crawled]
- Allow: [URL string to be crawled]
- Sitemap: [sitemap URL]
- ***User-agent: [user-agent name]**

11. Which of the following is a white hat SEO technique?

- Creating a subdomain with a highly popular keyword and creating duplicate copies of the existing pages on it.
- Filling your pages with keywords, whether relevant to the page content or not.
- **Adding keyword-rich meta Titles.**
- None of the Above.

12. What is the most common fix for duplicate content?

- Redirects
- Migrating CMS platforms
- **Canonicals**
- There is no fix

13. Where are you able to submit a sitemap to Google for indexing purposes?

- **Google Search Console**
- Moz
- HTML
- Directly in search results

14. Which of the following are important components of technical SEO?

- CPC
- CRM
- **Usability**
- User testing

15. An HTML sitemap provides a list of internal links on a website accessible to users.

- **True**
- False

16. The best way to track performance for technical SEO is metadata.

- True
- **False**

17. Which of the following does Google use to display the characters of a page's meta title?

- **Pixel width**
- Meta title character count
- None of the above

18. Where does the "mobile friendliness" test live?

- **Google**
- Moz
- Screaming Frog
- SEMRush

19. What type of sitemap is the most important for SEO?

- Mobile
- **XML**
- HTML
- Image

20. What happens during Google's indexation process?

- **Webpage data is saved in Google's database for easy retrieval and ranking.**
- Information is gathered from other search engines.
- Documents that Google has received are sorted.
- Meaningful results are generated based upon the user's search term.

21. While optimizing your website, it is important to generate the right type of traffic. How does bounce rate help inform this?

- Shows the percentage of users who entered the website and then went on to visit additional pages.

- **Shows the percentage of users who entered the website and then left without viewing any other page.**
- Shows the percentage of users who decided to go back to the source from which they found your site.
- Shows the percentage of users who left your website within ten seconds of viewing the first page.

22. Which of the following statements is correct with regard to the images on a page?

- Images cannot be crawled by the search engines
- **Important keywords related to the image should also be placed in the ALT text**
- Images should always be kept close to the top of a webpage
- Image maps should be used while including the images

23. Which of the following tools could help identify which city in the world has the most search interest for a certain keyword?

- Yahoo Search Term Suggestion Tool
- Alexa
- Google Traffic Estimator
- **Google Trends**
- WordTracker

24. Which of the following activities could be looked down upon by Google per their quality guidelines?

- Using automated website submission software
- Loading pages with irrelevant links
- Registering misspellings of well-known websites
- **All of the above**

25. What is Keyword Density?

- The total percentage of times a keyword appears on a web page compared to the total number of words on the page
- The total number of keywords appear on the title of the content uploaded on the webpage
- The name for the main word or phrase to be mentioned on a content
- **The number of times the keyword is used X (MULTIPLIED BY) the total word count on page**

26. What is usually the most impactful landing page for an inbound link to link to on a site?

- The sitemap

- The contact page
- **The home page**
- The page you'd like to improve rankings for

27. Which black hat SEO technique detects the search engine bot and "feeds" it with a different HTML code than the HTML actually served to users?

- Coating
- Foisting
- Slighting
- **Cloaking**

28. The following robots.txt meta tag directs the search engine bots:

`<META NAME="robots" CONTENT="noindex,nofollow">`

- Not to index the homepage and not to follow the links in the page
- **Not to index the page and not to follow the links in the page**
- To index the page and not to follow the links in the page
- Not to index the page but to follow the links in the page

29. All major search engines are case sensitive.

- True
- **False**

30. What does the 302 server response code signify?

- The page has been permanently removed
- The method a visitor is using to access the file is not allowed
- **The page has temporarily moved**
- The request is too big to process

31. If a website sells links, what actions does Google recommend to avoid being penalized?

- The text of the paid links should state the words "paid text link" for Google to identify it as a paid link
- Only Paid text links to nonprofit websites should be accepted
- **Paid links should be disclosed through the "rel=nofollow" attribute in the hyperlink**
- Paid links should be disclosed through the "index=nofollow" attribute in the hyperlink

32. What is Anchor Text?

- It is the main body of text on a particular web page

- It is the text within the left or top panel of a web page
- **It is the visible text that is hyper linked to another page**
- It is the most prominent text on the page that the search engines use to assign a title to the page

33. Which of the following factors does Google take into account while assessing whether or not a website has strong domain authority?

- The frequency with which the content of the website is updated.
- The number of pages containing information relevant to the site's purpose.
- The number of inbound natural links related to the site's theme or keywords
- **All of the above**

34. Which of the following statements regarding website content is correct?

- **If you have two versions of a document on your website, Google recommends that you only allow the indexing of the better version**
- Linking to a page inconsistently does not affect the way Google views the page/s.
- Placeholders for pages which do not have content are never viewed as duplicate content by Google
- None of the above

35. How are sitemaps important for the search engine optimization process?

- Sitemaps help the search engine editorial staff manually review a website.
- The Googlebot looks for the keyword or title "Site Map" on the homepage of a website and gives credit to the websites having sitemap.
- **Sitemaps help the Googlebot see the full scope of pages on a from the website.**
- None of the

36. Cloaking is a black hat SEO technique that involves:

- Increasing the keyword density on the web pages
- Hiding the keywords within the webpage
- **Offering a different set of web pages to the search engines**
- Creating multiple pages and hiding them from the website visitors

37. Which of the following statements about search engine optimization techniques is/are correct?

- **Making a keyword bold does not influence the way that the search engine looks at the keyword.**
- **Websites with deep linking are looked at favorably by search engines**
- Search engine robots follow the first link they find to any particular page and they do not follow additional links to the same page

- All of the above

38. What is the term for optimization strategies that are unreputable but not as bad as black hat techniques?

- Red hat techniques
- Silver hat techniques
- **Grey hat techniques**
- Shady hat techniques

39. Which of the following statements about Google Sitemap is/ are correct?

- Repeated submission of the Sitemap to Google could be penalized
- You cannot create and submit specialized Sitemaps to Google for Video and Mobile content
- **The Sitemap acceptable to Google follows an XML format**
- All of the above

40. Implementing a 301 redirects on an old page to redirect to a new page is a good tactic from an SEO perspective.

- **True**
- False

41. What is the illegal act called in which a page is copied by unauthorized parties in order to filter traffic off to another site?

- Trafficjacking
- Hijacking
- Blackjacking
- **Pagejacking**

42. Are RSS/Atom feeds returned in Google's search results?

- Yes
- **No**

43. Which of the following website design guidelines have been recommended by Google?

- Having a clear hierarchy and text links
- **Every page should be reachable from at least one static text link**
- If the site map is larger than 100 or so links, you should break the site map into separate pages
- All of the above

44. If you enter the query "help site:www.reddit.com" into Google's search bar, what results will appear?

- The FAQ page for reddit.com
- Google's FAQ page
- **Pages about "help" within reddit.com**
- The request page for re-indexing of reddit.com

45. The process of acquiring links from other websites to your own is known as:

- Link sharing
- **Link building**
- Content marketing
- Hyperlinks

46. What authorizes payments for e-businesses and online retailers?

- **Payment gateway**
- Authorization code
- Merchant account
- None of the above

NEW Questions (October 2021 Update)

1. Why are long-tail searches closer to results in purchasing items?

1. **Because they already have a precise idea of what the user is looking for.**
2. Because long-tail searches are popular.
3. Because they are easier to complete.

2. What is indexing?

1. Google know what you are thinking and pages appear in them at the Once you posted a page to social media it will appear in search engine results.
2. **Once the search engine has been presented with a new accessible page it will be indicated into the Search Engine Results Pages (SERPs).**
3. once a new page appears in 10 directories it will rank.
4. moment you think of them

3. Which of the following examples are considered by Google as "auto-generated" content?

1. Text translated by an automated tool without human review or curation before publishing.
2. Text generated from scrapping Atom/RSS feeds or search result

3. Text generated by the website's content management system
4. **Text generated using automated synonymizing or obduction technique.**

4. Which of the following statement is correct with regards to using JavaScript within web pages?

1. It uses up the valuable space within the webpage, which should be used for placing meaningful text for the search
2. Search Engine cannot read JavaScript
3. It is a good idea to shift the JavaScript into a separate file.
4. Most of the search engines are unable to read links within JavaScript code.
5. **Both B&C.**

5. Which of the following statement about FFA pages are true?

1. They are greatly beneficial to SEO
2. **They are also called links Farms**
3. They are Paid Listings.
4. They contain numerous inbound Links.

6. There is no such thing as "Over-optimization" in SEO?

1. True
2. **False**

7. Which of the following patented the concept of "TrustRank" As a Methodology for Ranking Web Sites & Pages?

1. Yahoo!
2. **Google**
3. Bing
4. Duck Duck GO
5. Both A & B

8. What is CTR?

1. Clicked Times Rate
2. **Click Through Rate**
3. Clicked Times Ratio
4. Click Through Ratio

9. Why is it bad idea from SEO perspective to host free articles and write ups that are very common on the internet?

1. Because they will not lead to fresh traffic.

2. **Because you could be penalized by search engine for using duplicate contents.**
3. Because you will get the benefits of proper keyword targeting.
4. **Because people could turn up claiming copyright infringement.**
5. All of the above.

10. Google updates their algorithm using Trust Flow & Citation Flow.

1. TRUE
2. **FALSE**

11. What does it mean if nothing appears while searching for a domain?

1. Maybe the site is banned by search engine
2. The site has no index tags
3. Blocked by robots.txt
4. **Any of the above.**

12. Google Search Console is similar to Google Analytics in functionality

1. TRUE
2. **FALSE**

13. In most cases, Statics Pages are more SEO friendly than the dynamic pages?

1. TRUE
2. **FALSE**

14. What was the name given to Google's built-in AI technology portion of its algorithm?

1. Skynet
2. Ava
3. **RankBrain**
4. HAL

15. Why are site maps important for search engine optimization process?

1. Sitemaps help the search engine editorial staff to quickly go through a website, hence ensuring quicker placement.
2. Google gives credit to the website having site maps. The Googlebot looks for the keyword or title "site map" on the home page of a website.
3. Site maps help the search engine spider pick up more pages from the website.
4. **None of the above**

16. Which image format is supported by most browsers?

1. JPEG
2. GIF
3. PNG
4. **All of the above**

17. 10 people do a web search. In response, they see links to a variety of web pages. Three of the 10 people choose one particular link. The link then has a ___ click through rate.

1. **Less than 30%**
2. 30 percent
3. More than 30%

18. How many signals have Google previously insinuated make up their algorithmic rules?

1. 10+
2. 50+
3. 100+
4. **200+**
5. 250+

19. What are google algorithms in SEO terms?

1. **Google's formula for indexing and ranking sites in the SERP.**
2. A coding that helps design a website
3. A formula for how to design a website
4. The page rank of a website

20. Google have a tool in the search that allows you to specify links they should ignore in terms of backlink value. What is the tool called?

1. Disallow
2. **Disavow**
3. Disconnect
4. Request Crawl

21. What is the best way to structure your website from an SEO point of view?

1. Parent and child pages grouped together on the same topic (the silo / Christmas tree formation)
2. Keeping all the pages off the root domain
3. Putting all your pages in a folder called "knowledgebase"
4. Making sure every page on your website has a link from the menu
5. **It depends in the type of your website**

22. You can tag outbound links from your site as the following:

1. **No Follow**
2. Sponsored
3. User Generated Content
4. All of the above

23. Which of the following statement about search engine optimization techniques is/are correct?

1. Making a keyword bold does not influence the way that the search engine looks at the keyword.
2. Website with deep linking are considered favorable to search engines.
3. Search engine robots follow the first link they find to any particular page and do not follow additional links to the page.
4. **All of the above.**

24. The best way to track performance for Technical SEO of metadata.

1. TRUE
2. **FALSE**

25. How do you recover from a manual link penalty?

1. Remove all the links to your site with a Domain Authority of 50 or lower, and wait.
2. Remove all links that do not appear to be editorially given, and then wait.
3. **Clean up links from web directories, articles directories, countries where you don't do business and where you have much rich anchor text, and then wait.**
4. Remove or disavow all links that do not appear to be editorially given, and file a reconsideration request.

26. What does the Vary: User Agent HTTPS Header do?

1. It tells web servers that users more about what a user needs
2. It tells users that a site's content varies from time to time.
3. It tells ISPs to not cache a site's content.
4. **It tells caching server that a site's content varies by user agent.**

Don't miss my article on [How to Create Backlinks for your Website or Blog](#)

SEO Skill Assessment Test Details:

Test Syllabus

- The SEO industry

