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# Sample Questions with Answers

## Business & Management - Digital Marketing

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Business & Management

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### Question 1:

What do you mean by Crawler?

A) It is a browser-like program that downloads web pages

B) It is a program that analyzes web pages downloaded by the spider

C) It is a program that automatically follows all of the links on each web page

D) It extracts search results from the database

**[ANSWER] Answer & Explanation:**

No Explanation

### Question 2:

What do you mean by Indexer?

A) It is a browser-like program that downloads web pages

B) It is a program that analyzes web pages downloaded by the spider and the crawler

C) It extracts search results from the database

D) It is a program that automatically follows all of the links on each web page

**[ANSWER] Answer & Explanation:**

No Explanation

## Question 3:

What is  Cloaking SEO tactic?

A) Serving one version of a page to search engine spiders/bots and another version to human visitors

B) Repeating keywords in the Meta tags, and using keywords that are unrelated to the site's content

C) Redirecting users to a page that was different from the page the search engine ranked

D) Both a and c

**[ANSWER] Answer & Explanation:**

No Explanation

## Question 4:

What is keyword stuffing?

A) It refers to calculated placement of keywords within a page to raise the keyword count, variety, and density of the page

B) It refers to repeat keywords in the Meta tags, and using keywords that are unrelated to the site's content

C) It is storage for downloaded and processed pages

D) It confirms the useful content available on the web pages

**[ANSWER] Answer & Explanation:**

No Explanation

## Question 5:

What is meta tag stuffing?

A) It refers to calculated placement of keywords within a page to raise the keyword count, variety, and density of the page

B) It is a browser-like program that downloads web pages

C) It refers to repeat keywords in the Meta tags, and using keywords that are unrelated to the site's content

D) It confirms the useful content available on the web pages

**[ANSWER] Answer & Explanation:**

No Explanation

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