

Certified Search Engine Optimization Specialist Practice Test Questions and Answers

1. What does the title tag in HTML primarily help with for SEO?

- A) Page loading speed
- B) Search engine ranking and click-through rates
- C) Image optimization
- D) Mobile responsiveness

2. Which factor is most important for local SEO optimization?

- A) High-quality backlinks
- B) Google My Business optimization
- C) Social media presence
- D) Page loading speed

3. What is the recommended character limit for meta descriptions?

- A) 120-130 characters
- B) 150-160 characters
- C) 200-250 characters
- D) 300+ characters

4. Which SEO technique should be avoided as it violates search engine guidelines?

- A) Creating quality content
- B) Keyword stuffing
- C) Building natural backlinks
- D) Optimizing page speed

Answers: 1-B 2-B 3-B 4-B

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