

SEO Exam: Website Structure

Website structure refers to how you organize your website to be Google friendly, plus reach out to Google via Webmaster tools. This exam measures -

- your knowledge of structural best practices;
- ways you can 'reach out' to Google.

It takes about fifteen minutes! Let's get started!

Website Structure Best Practices

1. Website structure is all about organizing your website to be 'Google friendly,' and while you are at it Bing and Yahoo friendly as well. How important are the following practices?

	Not important at all	Not important	Neutral	Important	Extremely important
Having a shallow or flat structure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
You should have 'landing pages' optimized on your most important 'long tail' keywords.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Important keywords should be 'one click' away from the home page.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Keywords are not important to website structure.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your directories should follow your keyword families.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Using subdirectories that are keyword-rich.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Monitoring your site for duplicate content.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Ensuring that every page has a unique and accurate TITLE tag.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Having your target keyword(s) inside your domain name.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Putting special emphasis on your home page - the keywords placed there, and the outbound links to your other web pages.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Using English or 'real world' names for your directories and files.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Google Webmaster Tools

2. Match each term on the left with a correct definition on the right.

	Definition
Google Webmaster Tools	<input type="text"/>
Robots.txt File	<input type="text"/>
Sitemap.xml File	<input type="text"/>
Sitemap.html File	<input type="text"/>
Crawl Stats	<input type="text"/>
HTML suggestions in Webm. Tools	<input type="text"/>

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Google Webmaster Tools

2. Match each term on the left with a correct definition on the right.

	Definition
Google Webmaster Tools	Google's free webmaster toolsuite.
Robots.txt File	A file that primarily tells Google what NOT to look at.
Sitemap.xml File	A file that primarily tells search bots, and not humans, what to look at.
Sitemap.html File	A file that tells searchbots and humans where stuff is.
Crawl Stats	Statistics of how frequently you got crawled.
HTML suggestions in Webm. Tools	A list of duplicate tags on your site.

Landing Pages

3. Landing pages are very important to good website structure, but can be confusing because the same term, *landing page* means different things to different people. How accurate are the following statements?

	Not accurate at all	Not accurate	Neutral	Accurate	Very Accurate
Landing pages should have lots of options for surfers.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Golden Triangle of a landing page refers to the far right side, where the action item is.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your PPC /AdWords landing pages should be linked to from your home page, and clearly indexed in your XML site map.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In SEO terms, a landing page just means any page on your website.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A good landing page has three elements: confirm, engage, and action.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Most people do not think clearly about landing pages.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Google rejects the idea of creating pages specifically to target Google.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
In SEO terms, a landing page is a page that targets a specific keyword / keyphrase.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Landing page design is an opportunity for your graphics designer to perfect the 'human element,' and make the page work towards a concrete desired action.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>