

SEO Exam: Page Tags

HTML Page Tags are the primary 'on page' way to influence Google and other search engines. This exam measures -

- your knowledge of which tags are important.
- strategies to write good SEO friendly HTML.

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

Tag Basics

1. Different HTML tags have different importance for SEO. Rate the following tags in terms of their impact on whether a page shows up highly on a Google keyword search.

	Not important at all	Not important	Neutral	Important	Extremely Important
Meta Keywords Tag	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Span Tag from CSS / Stylesheets	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A HREF / Links Tag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Title Tag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Font Tag	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bold Tag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
H1, H2, H3 Family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Paragraph Tag	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. After you identify the target keyword / keyphrase for a page, indicate all the ways that you should weave that tag into the page for best SEO.

- ☒ Place the keyword 'inside' the TITLE tag.
- ☒ Use the ALT attribute for images and put the keyword inside it.
- ☒ Write a lot of text on that page, and use the keyword often.
- ☐ Use white text on a white background at the bottom of the page.
- ☐ Place the keyword 'inside' the META KEYWORDS tag.
- ☐ Be sure to use style sheets and the font tag, nesting the keyword inside it.
- ☐ List the keyword by commas many times inside a BOLD tag.
- ☐ Place images of the keyword on the page.

The TITLE and META DESCRIPTION Tags

3. The TITLE tag is a very important tag on any page on the Web. Rank the following attributes of the TITLE tag in terms of the SEO impact / getting to the top of Google impact.

	Not important at all	Not important	Important	Extremely Important
The TITLE tag should contain less than 7-10 words.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
You should include your company name in your TITLE tag.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
The TITLE tag controls the visible text at the top of the Web browser (Internet Explorer, or Firefox).	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
The TITLE tag should be used as a branding tag to create a consistent message across every page of your website.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
The TITLE tag needs to be unique throughout your website.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
The TITLE tag controls your visible HEADLINE on Google and thereby functions like an AD HEADLINE.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
The TITLE tag communicates to Google what your page is about, and you must therefore put your keywords insider your TITLE tag.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Title tag? Who cares, it's the META KEYWORD tag that matters!	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The HOME PAGE TITLE tag is the most important tag on your website.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
The TITLE tag needs to be accurate for each page it describes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
The TITLE tag isn't required, and you can avoid using it if you like.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. The META DESCRIPTION tag is important as well. Which of the following are true, and which false?

	True	False	Indeterminate
The META DESCRIPTION tag used to be important, but Google now ignores it.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
The META DESCRIPTION tag controls to 100% accuracy your description on Google.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
The META DESCRIPTION tag controls your description on Google, 90% of the time, especially if it contains the search keywords.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
The META DESCRIPTION tag should be written like an ad on Google.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

The A HREF or LINK / ANCHOR TAG

5. Which of the following are true or false about the A HREF tag?

	True	False	Indeterminate
There is no preferred syntax to the A HREF TAG; click here, and images are just as good as keywords.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Your Home Page should have links coming off it that are KEYWORD CENTRIC and lead to MAJOR SECTIONS of your website.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
The proper syntax of the A HREF tag is to 'nest' your keywords inside the tag as in {A HREF=".."}KEYWORD{/A}	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
The A HREF tag can be used around the H1, H2 tag to really emphasize to Google that this is important!	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google likes links, and therefore pays a lot of attention to the A HREF tag.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Keyword density can be defined as -

- ☐ A measurement of how many times a particular keyword occurs on a page.
- ☐ A measurement of how many times a particular keyword occurs within a particular tag.
- ☐ A measurement of how many times a particular keyword occurs in a particular website.
- ☒ All of the above.
- ☐ None of the above. 'Keyword Density' is simply a measurement of the keywords in the META KEYWORDS tag.