

Webmaster Quiz - Answer Key : Correct Answers

You have moved your site to a new domain name. For users and search engines, the preferred way to permanently redirect traffic is:	a) 301 redirect
Your server is going to be moved and unavailable for a day. What should you do?	c) Return "Network Unavailable (503)" with a helpful message to all requests
Your website is not in the index 5 days after you've put it online; what should you do?	b) Continue working on the site
Your homepage has 287 errors in the W3C validator. What is the maximum number of URLs that Google could index from your site?	d) All
You bought multiple domain names and want them to all show the same website. What should you do with them?	b) Use a 301 redirect
192 PDF files from your /private-files/ folder have gotten indexed and you need to remove them from Google's search results. What's the fastest way to do this?	d) Disallow the folder in robots.txt and request removal of the whole folder in Webmaster Tools
You need to prevent Google from indexing any content in the new folder /private-files/. What's the best way to do this?	b) Use server-side authentication (username/password) for this folder
Your site changed all URLs from .php to .asp, what do you need to do?	c) 301 redirect the old URLs to the new ones
You have a country-coded domain name called example.es. To associate your site with Spain, you need to:	c) None of this is necessary. Google should already associate a domain ending in .es with Spain.
You have some pages completely in Spanish and others completely in English. How would you tell Google about this?	c) No need to do anything. Google should figure it out.
Which of the following is NOT against Google's Webmaster Guidelines?	a) Running tests on a site that result in some users seeing one version of a page and other users seeing another version
All of the following can be link schemes that can negatively impact your site's ranking in search results EXCEPT:	a) Links to other sites that you think your users will find interesting or useful
What does it mean when a robots.txt file contains "User-agent: *" and "Disallow:"?	a) Allow all search engines to crawl your site
What does it mean when a robots.txt file contains "User-agent: *" and "Disallow:/*"?	b) Don't allow any search engines to crawl your site
You may see a message in your Webmaster Tools Message Center for the following instances:	e) All of the above
If you're using First Click Free, the page displayed to users who come there from Google search results must be identical to the content that is shown to Googlebot.	TRUE
It's generally a best practice to convey important content on your site with:	b) Text
Duplicate content within your site is unlikely to be problematic if:	b) You use the rel="canonical" link element or the new Webmaster Tools feature called Parameter Handling to ignore specified URL parameters
You would like your site to be found for some keywords related to your content which are only found in images on the page. How do you do this?	d) Use the "alt" attribute or include the keywords in your text
Your Webmaster Tools account lists a lot of "robots.txt unreachable" errors. What should you do?	c) Contact your hoster or server administrator
Your Webmaster Tools account lists keywords like "viagra" and "ringtones" even though your site is about kittens. What could this mean?	b) Your site might be hacked (i.e., spammy comments in your forum, blog posts, etc.) / A hacker could have added those words to your site's content, or someone could have spammed your blog with comments that include those words
Your SEO has created ranking reports for your site. The results don't match what you're seeing. Why?	d) All of the above
Your site was hacked. What should you do to remedy the situation?	e) All of the above
What's a good way to submit an XML Sitemap file to Google?	c) Use Google Webmaster Tools
One of your pages is only listed with a title (but no snippet) in the search results. What could the problem be?	e) Any of the above
Your web shop has 100 products and a site: query shows 50,000 URLs indexed. What might this mean?	e) Any of the above
Google guarantees indexing for the following types of sites:	e) None of the above
You have limited bandwidth and would like Google to crawl your site less frequently. What should you do?	c) Set a custom crawl rate in Webmaster Tools
Your server has limited bandwidth resources and you would like Google only to crawl at night. What should you do?	c) Have your server respond with HTTP result code 503 to all users when it's bogged down
Does the amount of money spent on Google AdWords influence how your site ranks in Google Search?	c) No
One day you read that a free security update--WyszKablamCMS v.2.7.8--has been released. What should you do?	c) Read about the update, install it, and address any lingering vulnerabilities or compatibility issues
One thing Google has found to be true: "Focus on the _____ and all else will follow."	d) user
Your site is flagged as having malware, but you can't find the malware. What do you do?	b) Post in the Google Webmaster Help Forum to ask for help
Where do you put your robots.txt?	c) The root directory of your domain or subdomain(s)
"Unreachable robots.txt" in Webmaster Tools crawl errors means:	b) We couldn't reach the robots.txt file on your server
The number of indexed pages shown in a site: query for your site seems to vary. This could be due to:	d) Any of the above
Your site has 200 pages, but Google only found 5 pages from your site. What could be the cause of this?	c) Even when a site is crawlable and indexable, it can take Google time to fully explore it
You are thinking about putting some links on your site for advertising revenue, which of the below is the correct choice?	c) Use the rel="nofollow" HTML microformat in the <a> tag of the links
Disallowing via robots.txt prevents Googlebot from "seeing" 301 redirects, meta nofollow, and noindex directives.	TRUE
How do you help bots crawl your site more efficiently with If-Modified-Since?	b) Respond when appropriate with 304 "Not modified"