| Unit : 1 Basics |
|---|

**Short and Long Questions**

1. What is Search Engine?
2. What is Search Engine Optimization?
3. What is the need of SEO?
4. What is advantage of SEO?
5. Define URL equity.
6. Define link equity.
7. Give the name of forms of link equity.
8. Give the name of the factor, the PageRank implements for ranking.
9. What we need to do in order to view site's PageRank?
10. Mention the name of factors that affect search engine ranking.
11. Give the name of external factor that influence search engine ranking of website.
12. Give the name of visible on-page factors.
13. What does SEO copywriting aims to produce?
14. Give the name of invisible on-page factor.
15. How does Alexa Ranking ranks all websites?
16. What do you mean by Google trends?
17.  Define link churn.
18. What is search engine ranking equity?
19. What is Bookmark equity?
20. What is direct citation equity?
21. Explain SEO and site architecture.
22. Why SEO cannot be an afterthought?
23. What is link equity? Explain its forms.
24. Explain Google PageRank.
25. Explain in detail Search Engine Ranking Factors.
26. Write short note on Potential Search Engine Penalties.
27. Explain briefly SEO Resources and Tools.

**Fill in the blanks:**
1. CTR stands for_____
2. Architecture should also be considered throughout a web site's lifetime by the web site developer, alongside other factors such as _____
3. URL contains an _____value in tandem with the content that it contains.
4. In site architecture, content rests on _____.
5. One common misconception is that search engine optimization efforts can be made after a web site is_____
6. Link equity refers to _____of equity.
7. Users will often bookmark useful URLs in their browsers, and more recently in _____websites.
8. Page Rank considers a link to a page as a _____, indicating importance.
9. _____are those criteria of a web page that are dictated by the contents of a web page itself.

**Multiple Choice Questions:**
1. Architecture should also be considered throughout a web site's _____ by the web site developer.
    A. Lifetime
    B. Scope
    C. Short duration of time
    D. None of above
2. A website can and should be designed to be _____ friendly as a fundamental concern.
    A. User friendly
    B. Search Engine
    C. Hardware friendly
    D. None of above
3. Link equity refers to _____ of equity.
    A. Assigning or transferring
    B. Creating
    C. Modifying
    D. Displaying
4. PageRank implements the concept of _____ as a ranking factor.
    A. Search engine ranking equity
    B. Bookmark equity
    C. Direct citation equity
    D. Link equity
5. Which of the following is not the factors that affect the search engine ranking?
    A. Visible on-page factors
    B. Invisible on-page factors
    C. Time-based factors
    D. Internal factors
6. CTR stands for_____
    A. Click through rate
    B. Click time rate
    C. Click turn rank
    D. Click through rank
7. SEO copywriting aims to produce_____on a website.
    A. Page
    B. Rank
    C. Value
    D. Content
8. Search engines attempt to avoid indexing multiple copies of the same content_____
    A. Side Content
    B. Duplicate Content
    C. Supplemental Content
    D. Mixed Content
9. Google stores its crawled search data in two indexes:_____index and the _____index.
    A. Primary and Supplemental

B. Primary and Composite
C. Primary and Unique
D. Primary and Secondary

**State True or False**
1. A website's architecture is what grounds all future search engine marketing efforts.
2. Link equity refers to assigning or transferring equity.
3. URL contains an political value in tandem with the content it contains.
4. Page Rank implements the concept of link equity as assignment factor.
5. Excessive and contrived keyword repetition-"Keyword Stuffing"- however, could actually be perceived as spam.
6. The time-based factors that are used as ranking factors are the site and page age, and the age of the links referring to it.
7. Links that appear and disappear on pages are likely to be part of a linking scheme.And the rate at which these links appear and disappear is termed as "link churn".

## Unit : 2 URLs and Content Relocation

**Short and Long Questions**
1. Define static URL and dynamic URL.
2. What are ISAPI extensions?
3. What is ISAPI_Rewrite?
4. What does Request.RawURL server variable returns?
5. What is the use of Request. Headers server variable?
6. State the functionality provided by [L] Rewrite Rule option.
7. Give the example of add header element used for UrlRewriter.NET.
8. What is the use of Match () method of Regex class?
9. What does Group class represents?
10. What is the use of Compiled Regex Options?
11. What is file extension for Generic handler template?
12. What is HTTP module?
13. What is the use of HttpUtility class?
14. Give the use of 301 and 302 HTTP status codes.
15. How to deal with multiple domain names properly?
16. Give the use of meta refresh redirect using example.
17. Distinguish between static URL and dynamic URL.
18. Write the three steps to implement URL rewriting.
19. Give advantages of ASP.NET ISAPI extension.
20. Write steps including code for implementing Helicon's ISAPI_Rewrite.
21. Give the names of various server variables along with their which are used for URL rewriting .
22. Give the name of various Rewrite Rule option with its significance and description used for URL rewriting.
23. State various meta character used when regular expressions are used for URL rewriting.
24. Write a short note on keyword rich URLs for rewriting.
25. Write the limitations related to ASP.NET URL rewriting with IIS 5 or 6.
26. Write steps with code for implementing UrlRewriter.NET.
27. Write the code for creating your own rewriting code.
28. Explain rewriting ID-free URLs using generic handlers.

29. Explain rewriting ID-free URLs using HTTP modules.
30. Discuss rewriting image and streaming media.
31. Explain building a link factory.
32. State the problems that rewriting does not solve.
33. Write short note on redirection using 301 and 302.
34. Discuss URL correction
35. Explain URL canonicalization.

**Fill in the blanks**
1. Static URL do not include a _____
2. _____ are the code libraries that process the incoming requests.
3. Request.QueryString returns a _____ object.
4. The [RP] Rewrite Rule performs _____.
5. Httpd.ini is_____ file.
6. A keyword rich URLs does not necessarily have to include any ____.
7. UrlRewriter.NET is an _____ URL rewriting component for ASP.NET.
8. < rewriter > tag is available in _____ file.
9. Capture class represents the result of _____ match.
10. _____ Regex method splits a string in the places matched by the regular expression.
11. IHttpModule interface defines _____ and _____ member methods.
12. 301 and 302 are the status code used for _____.
13. The 301 status code indicates that a resource has been permanently moved to the new location specified by the _____ header.
14. _____ refers to the practice of using a page on domain A to reference a page on domain B, which has fresh quality content.

**Multiple Choice Question**
1. Static URLs do not include a _____.
    A. Source code
    B. Server variable
    C. Connection string
    D. Query string
2. _____, which are code libraries that process the incoming requests.
    A. ISAPI extensions
    B. IIS server
    C. httpd.ini
    D. API extension
3. _____ basically does is to translate an input string (the URL typed by your visitor) to another string (a URL that can be processed by your ASP.NET code).
    A. 302 status code
    B. ISAPI extensions
    C. ISAPI_Rewrite
    D. 301 status code
4. _____ returns a string representing the originally requested URL, when the URL is rewritten by Helicon's ISAPI_Rewrite or IIRF (Ionic ISAPI Rewrite).

    A. Request.ServerVariables
    B. Request.ServerVariables [HTTP_X_REWRITE_URL]
    C. Request.Cookies
    D. Request.Url

5. In case the RewriteRule regular expression matches, the web server returns a 404 Not Found response, regardless of the format string specified using _____ RewriteRule Option.
    A. F
    B. P
    C. L
    D. I

6. _____ meta character specifies that the preceding character or expression can be repeated one or more times
    A. *
    B. +
    C. ?
    D. $

7. A keyword rich URL does not necessarily have to include any _____.
    A. PageRank
    B. Session
    C. IDs
    D. Cookies

8. _____ is the mechanism that fires server side handlers as response of client events by submitting the ASP.NET form
    A. Pullback
    B. Session
    C. Postback
    D. Pushback

9. _____ represents the results of a capturing group, in the form of a CaptureCollection object.
    A. Group
    B. Regex
    C. Capture
    D. MatchEvaluator

19. _____ Regex method searches for a regular expression in a string and returns a MatchCollection object that contains all matches.
    A. Matches
    B. Match
    C. IsMatch
    D. Replace

20. What is file extension for creating Generic Handler template?
    A. ashx
    B. asax
    C. asmx

      D. cs
21. _____status code is used for proxy.
    A. 301
    B. 302
    C. 404
    D. 305
22. _____ is the most important status code when it comes to search engine optimization.
    A. 301
    B. 302
    C. 307
    D. 300

## State True or False
1. Dynamic URLs are those that include a query string, set off by a question mark, ?
2. [ ISAPI_Rewrite ]
3. # Translate /my-super.product.html to / Product.aspx ? ProductID=123
4. RewriteRule ^/my-super-product\.html$ / Product.aspx ? ProductID=123
5. CL RewriteRule option changes the rewritten URL to uppercase.
6. ^ Metacharacter matches at end of the line.
7. UrlRewriter.NET is an open source URL rewriting component for ASP.NET.
8. MatchCollection returns a collection of Match objects.
9. IsMatch () Regex method returns a Boolean value indicating whether a match has been found.
10. Split () Regex method splits a string in the place matched by the regular expression.
11. The Compiled Regex Options member searches for a regular expression in a string and returns the first match in the form of a Match object.
12. 301 status is used for temporary redirection.
13. The RewriteCond directive specifies a condition.

## Unit : 3Duplicate Content, SE-Friendly HTML and JavaScript

### Short and Long Questions
1. What is duplicate content?
2. List the two methods to avoid duplicate content.
3. Give the name of user agent for Google, Yahoo, MSN search, Ask.
4. What is the location of the robots.txt file?
5. What does <meta name="robots" content=" noindex, nofollow" /> represents?
6. What are the two limitations of meta exclusion method?
7. Write the code to disallow any URLs that start with /directory from being indexed by Google.
8. What is the limit of characters that robots.txt file in Google can accommodate?
9. What is the SEO consequence of breadcrumb navigation when there single product of one category?
10. What is referrer?
11. What do you understand by DHTML menus?

12. How to use javascript for linking purpose?
13. Write the code to make the popup spiderable.
14. Using which header we can obtain the page from which the user navigated to the popup?
15. Full form of sIFR
16. Write the function of sIFR.
17. What is the used of parameter sSelector,sFlashsrc in replaceElement () method?
18. Full form of swf.
19. Full form of WYSIWYG.
20. Define table trick.
21. Which property can be used to disable the viewstate of specific control, web user control, web form or a master page?
22. What is the use of <noframes> tag?
23. What is blended approach?
24. Write the use of <noembed> or <noscript>.
25. What is copy prominence?
26. Explain causes and effects of duplicate content.
27. Describe robots meta tag.
28.  Write a short note on robots.txt file.
29. How to generate robots.txt on the fly?
30. Write the solutions for commonly duplicated pages.
31. Discuss URL based session IDs.
32. Write a short note on affiliate pages and affiliate URLs.
33. Write the steps and code for implementing spiderable popups.
34. Give the benefits of sIFR.
35. Write steps and code for using "sIFR" replacement method.
36. Describe replaceElement parameter using replaceElement () method.
37. Discuss copy prominence and tables.
38. Write a short note on frames and forms.
39. Explain ASP.NET ViewState.
40. Describe usage of Flash and AJAX.
41. Explain the blended approach.
42. Write the three solutions for HTML usage in copy prominence and tables.

**Fill in the blanks**
1. The user-agent for search engine Yahoo is _____.
2. A robots.txt file includes _____ specifications, which defineyour exclusion targets, and Disallow entries for one or more URLs you want to exclude therein.
3. A limit of _____ characters for a robots.txt file in Google.
4. The SEO consequences of breadcrumb navigation are none when a site product is in only one category. The category can be implied by the database, because there is a _____ relationship of product to category.
5. A common mistake is to set the meta keywords, meta description, or title values on a web site to the same _____ value programmatically for every page.

6. The problem with URL-based session management for search engine spiders is that it will receive a different session ID and hence a new set of URLs with the _____ content.
7. Uri stands for _____.
8. _____ cannot read any text that is embedded in an image, regardless of how clear and obvious it may be to a human reader.
9. .swf stands for _____.

10. _____ replaceElement parameter of replaceElement () method represents the link color using hex notation.
11. WYSIWYG stand for _____.
12. The _____ basically boils down to employing a two-by-two table with an empty first cell, using a second cell with a rowspan set to two, and then putting the navigation in the second row "under" the empty first cell.
13. _____ have a lot of trouble spidering frames based sites.
14. _____ tag is an invisible on page factor.
15. Both flash and AJAX would invite several more innovative and harder-to-detect forms of _____.

**Multiple Choice Questions**

1. _____ creates problem for search engines, which strive to filter duplicate content from search results across different web sites and will sometimes make the wrong assumption as to which instance of the content is the original, authoritative one.
   - A. URL based session IDs
   - B. Content Hiding
   - C. Duplicate Content
   - D. Content Theft

2. robots.txt file located in subdirectories will not be _____.
   - A. Searchable
   - B. Accessed
   - C. Modified
   - D. stolen

3. Using the robots meta tag can exclude any HTML based content from a web site on a _____ basis.
   - A. page-by-page
   - B. URL-by-URL
   - C. link equity
   - D. PageRank

4. User Agent for search engine Ask is _____.
   - A. Teoma
   - B. Slurp

    C.   table trick

    D.   DMCA

5. The session management in ASP.NET relies on _____.

    A.   query string

    B.   server variables

    C.   cookies

    D.   raw URL

6. Having identical titles for every page on a web site is particularly _____.

    A.   detrimental

    B.   encourage

    C.   prohibited

    D.   supported

7. DMCA stands for_____.

    A.   Digital Millennium Copyright Act

    B.   Digital Millennium Commission Act

    C.   Direct Millennium Copyright Act

    D.   Digital Millennium Content Act

8. There can be _____ robots.txt file in the website.

    A.   three

    B.   none

    C.   one

    D.   two

9. "sIFR" stands for_____.

    A.   Scalable Inman Flash Replacement

    B.   Scalable Inman Flash Release

    C.   Solution Inman Flash Replacement

    D.   Scalable International Flash Replacement

10. Google frequently places content it perceives as duplicate content in the _____ .

    A.   supplemental index

    B.   primary index

    C.   composite index

    D.   duplicate index

11. If you have several very similar products that exist on multiple URLs, changing your web application to contain the various _____ of the products on the page.

    A.   substitution

    B.  replication
    C.  permutations
    D.  combinations

12. Bread crumbs are _____ aid elements.
    A.  informational
    B.  validation
    C.  verification
    D.  navigational

13. The drop-down menus that are spider friendly typically hide and unhide the HTML ___ element dynamically.
    A.  block level
    B.  inline
    C.  div
    D.  span

14. CSS does not always provide all the flexibility that a designer needs for _____.
    A.  font-setting
    B.  typesetting
    C.  alignment
    D.  justification

15. "sIFR" does not require users to have the necessary fonts installed, because the fonts are embedded in the _____ file.
    A.  Image
    B.  CSS
    C.  flash
    D.  java script

16. Some sort of navigation should be present to allow the user to get back to the _____ page if he or she arrives at the popup through a search engine, or from an external web site.
    A.  child
    B.  parent
    C.  next
    D.  previous

17. _____the parameters can make robots.txt more palatable.
    A.  Re-ordering
    B.  Redirecting
    C.  Re-structuring

      D. Re-defining

18. A diluted _____ results if the same content is linked to using different links that contain the session ID.
      A. page rank
      B. URL equity
      C. link equity
      D. vote

19. Popups can be simulated using _____.
      A. XML
      B. HTML
      C. DHTML
      D. URL

20. The sColor replaceElement () parameter represents_____.
      A. The text color using hex notation
      B. The link color using hex notation
      C. The hover link color using hex notation
      D. The background color using hex notation

**State True or False.**
1. The user-agent name Slurp is for search engine Ask.
2. Search engines are designed to index pages, not applications.
3. Sites that are entirely flash or AJAX based will not be indexed very well.
4. The implementation of ViewState as a hidden element named _VIEWSTATE contains the state of every server-side element in the form.
5. By default, the ViewState is disabled for all server controls.
6. The problem with ViewState arises when size of state information increase significantly if the page contains many controls.
7. Use a pure CSS type layout where presentation order is arbitrary.

### Unit : 4 Bookmarking and Black Hat SEO

**Short Questions.**
1. What is web feeds?
2. What do you understand by web syndication?
3. RSS stands for what?
4. RDF Site Summary (RSS 0.9) was created by whom?
5. Give two versions of Atom.
6. State name of toolkit used to create RSS feeds.
7. When syndicating RSS feeds which two controls are added to toolbox in data tab?
8. Give usage of datalist control in ASP.NET.
9. What is meant by social bookmarking?
10. What is the file format for RSS and Atom web syndication?
11. What is web syndication?

12. Define feed readers.
13. Define black hat SEO.
14. What do you understand by HTML insertion attacks?
15. Give the use of HtmlEncode () method of HttpUtility class.
16. Give the use of UrlPathEncode () method of HttpUtility class.
17. CAPTCHA stands for?
18. Give full form of GDI+.
19. What do you understand by on buying links?
20. State the use of "Digital Point Co-op".
21. State the use of "Link Vault".
22. Write a short note on RSS feeds and Atom.
23. Write the steps and code for creating RSS feeds.
24. Describe the use of elements like channel, title, link, description, language, pubDate, item of RSS XML file.
25. Write the steps and code for syndicating RSS feeds.
26. Discuss the concept of social bookmarking.
27. Write the steps and code for adding social bookmarking support.
28. Briefly describe black hat SEO.
29. Write steps and code for escaping input data during HTML insertion attack.
30. Write steps and code for avoiding comments attacks using nofollow.
31. Discuss sanitizing user input.
32. Write short note on requesting human input(provide necessary steps for implementing along with the code).
33. Explain 301 Redirect attacks in black hat SEO.
34. Describe content theft during technical analysis of black hat SEO.
35. Explain on buying links.
36. Write short note on Digital Point Co-op and link vault.

**Fill in the blanks.**
1. The _____ is a mechanism used to distribute content over the web in a standardized XML-based format.
2. _____ means that the web site could stand on its own without the syndicated content.
3. The virtue of XML is that it provides a common framework that application can use to communicate among multiple _____ and _____ platforms.
4. Both RSS and Atom are _____ based standard.
5. _____websites offer users convenient storage of their bookmarks remotely for access from any location.
6. Many blogs present links to _____ the process of bookmarking a page.
7. Input data validation and escaping is a common _____ issue.
8. Adding rel ="_____" attribute to a link will inform the search engine that particular link is not audited by your site, and should therefore not count as a trusted vote for the popularity of the linked site.
9. Many black hat _____ will use the comment section of a blog or guestbook, or forums, to post spam messages and links that promote their web sites.

10. GDI+ functionality is programmer friendly it's fairly easy to create such_____ images.
11. A _____ may employ the use of scripts to lift part or even all of another site's content – using an RSS feed perhaps, or screen scraping.

**Multiple Choice Questions.**
1. _____ are used to disseminate information automatically – to humans as well as other web sites.
   A. Web feeds
   B. Web syndication
   C. Moderation
   D. Social bookmarking
2. RSS stands for _____.
   A. Rich Simple Summary
   B. Really Simple Syndication
   C. Render Simple Summary
   D. Replicate Some Syndication
3. Toolkit required for creating RSS feeds using generic handler is _____.
   A. RSSToolkit
   B. ASPNETRSSToolkit
   C. Toolkit
   D. WebToolkit
4. Two new elements selected from ASPNETRSSToolkit are_____ and
   _____.
   A. DataSource and Hyperlink
   B. XmlDataSource and XmlHyperlink
   C. SitemapDataSource and SitemapHyperlink
   D. RssDataSource and RssHyperlink
5. Examples of social bookmarking sites include_____.
   A. del.icio.us, digg, reddit
   B. dark, doom, range
   C. danger, spam, swap
   D. diff.erent.us, digg, redhat
6. _____ means altering the text and other data received from a non-trusted source.
   A. Sequencing
   B. Duplicating
   C. Replicating
   D. Escaping
7. _____ are of particular importance in world of SEO as they are used by black hat search marketers to influence the search engine ranking.
   A. HTML Insertion Attacks
   B. DOS Attacks
   C. DDOS Attacks
   D. Redirection Attacks

8. _____,which works by defining a strict set of allowable characters, and filtering or encoding anything outside this set.
   A. Cross Site Scripting Library
   B. Cloak Site Escaping Library
   C. Anti Cross Site Scripting Library
   D. Cross Syndication Site Library
9. Buying links completely ethical, so long as the links are _____ related.
   A. syntactically
   B. semantically
   C. co-operative
   D. cross
10. _____and _____ are advertising networks that operate on the premise that they are promoting sites on other semantically related sites.
    A. Digital Point Co-Op and Link Vault
    B. Dig Point Co-Op and Library Value
    C. Double Port Co-Op and Lose Vote
    D. Digital Port Co-Op and Link Vault

**State True and False.**

1. Major blogging platforms provide feeds of some sort.
2. Both RSS and Atom are HTML based standards.
3. Link Vault is safe compared to Digital Point Co-op.
4. Using advertising networks like Link Vault and Digital Point Co-op are against the guidelines of search engines and can result in penalties when used in excess.
5. If you know the IP address of a script on a web server scraping the content, you can also block requests from that IP.

## Unit : 5 Sitemaps

**Short and Long Questions.**
1. Define sitemaps.
2. List the two types of sitemaps.
3. What do you understand by traditional sitemaps?
4. What is file format for traditional sitemaps?
5. What do you understand by search engine sitemaps?
6. Which two search engine supports search engine sitemaps?
7. Using what criteria modification to sitemaps is informed to Google about the updates?
8. Whatis the requirement for using the Sitemaps.org standard protocol?
9. Give the use of <urlset> element of the Google sitemaps.
10. State the use of <url>, <loc>, <lastmod>, <changefreq>, <priority> of the Google sitemaps file.
11. Explain traditional sitemaps.
12. Explain with example Google sitemaps.
13. Explain with example Yahoo sitemaps.
14. Write a short note on Sitemaps.org standard protocol.
15. Write the steps and code for generating sitemaps programmatically.

**Fill in the blanks.**

1.  A _____ provides an easy way for both humans and search engines to reference pages of your web site from one central location.
2.  A traditional sitemap is simply the _____ web page that contains links to the various pages of your web site.
3.  _____ sitemaps are specifically designed to facilitate search engines to spider a web site.
4.  The _____ sitemap protocol is less popular than the Google protocol.
5.  The sitemap page should be linked to in the navigation or footer of every web page in your web site or at least on the home page.
6.  _____ command is used to inform to Google about the changes in the actual sitemap file.
7.  _____ file appears in the root directory of the web site when using Google search engine sitemaps.
8.  _____standard format is used when creating Google search engine sitemaps.
9.  _____standard format is used when creating Yahoo search engine sitemaps.
10. _____element of <URL> element of sitemap file specifies the URL.
11. _____element of <URL> element of sitemap file specifies the last modification date for the URL.
12. _____element of < URL> element of sitemap file tells Google how often the page changes.
13. _____element of <URL> element of sitemap file tell Google how you evaluate the importance of individual pages of your web site as compared to the others.
14. _____ is a new standardized initiative for a search engine sitemaps protocol that works with all search engine vendors.
15. Sitemaps.org protocol does not require creating any _____ with the particular search engine vendors.

**Multiple Choice Questions.**

1.  Two types of Sitemaps are _____ and _____.
    - A.  traditional sitemaps and search engine sitemap.
    - B.  physical sitemaps and logical sitemaps
    - C.  even sitemaps and uneven sitemaps
    - D.  real sitemaps and virtual sitemaps
2.  The new _____ standard implemented by all search engines.
    - A.  sitemaps.com
    - B.  sitemaps.edu.in
    - C.  sitemaps.org
    - D.  sitemaps.gov
3.  The _____ search engine uses XML sitemaps standard.
    - A.  Bing
    - B.  Ask
    - C.  Yahoo
    - D.  Google

4. The _____ search engine uses plaintext sitemaps standard.
   A. Yahoo
   B. Ask
   C. Bing
   D. Google
5. Sitemaps can acts as _____ aids.
   A. relational
   B. navigational
   C. cross sectional
   D. dimensional
6. The Google sitemaps service also allows you to see if there are any issues with the _____.
   A. crawling
   B. replicating
   C. sequencing
   D. supporting
7. _____sitemap file appears in the root directory website using Google search engine sitemaps.
   A. urllist.txt
   B. sitemap.xml
   C. robots.txt
   D. sitemap.ashx
8. _____sitemap file appears in the root directory website using Yahoo search engine sitemaps.
   A. urllist.txt
   B. sitemap.xml
   C. robots.txt
   D. sitemap.ashx
9. _____logic can be implemented to ping this URL when changes occur to your Google sitemap, such as whenever a product or content page is modified.
   A. code
   B. program
   C. process
   D. file

**State True and False.**
1. Yahoo sitemap protocol is considerably simpler than Google's API.
2. The sitemap file for Google is urllist.txt.
3. The sitemap file for Yahoo is sitemap.xml.
4. Sitemaps.org standard protocol required creating account for specific search engine.
5. < lastmod > element specifies the last usage date for the URL.

## Unit : 6  Link Baits, Cloaking

**Short and Questions.**
1. What is link baits?

2. List the four categories of hooks.
3. What is an informational hook?
4.  What is news story hook?
5. What is humor (fun) hook?
6. What is an evil hook?
7. Give the name of common examples for electronic interactive link bait.
8. What is the purpose of "RustyBrick's Future Page Rank Predictor" tool for interactive link bait?
9. What is the purpose of "Text Link Ads Link Calculator" tool for interactive link bait?
10. Define cloaking.
11. Define "Geo-targeting".
12. Define "IP delivery".
13. What do you understand by JavaScript cloaking?
14. What are the dangers with cloaking?
15. Give the usage of meta noarchive tag.
16. List the scenarios where cloaking could be used.
17. Explain the four types of hooking links.
18. Briefly describe interactive link out.
19. Write the steps and code for using interactive link baits used in the case study for fortune cookies.
20. Write the name and description of seven public methods of cloak class.
21. Write the steps and code for implementing and testing the cloaking library.
22. Write a short note on ADO.NET classes and their methods.
23. Explain the scenarios where cloaking could be used.

**Fill in the blanks.**
1. _____ is any content or feature within a web site that is designed to bait viewers to place links to it from other web sites.
2. Link bait is a _____ technique.
3. _____ are resources that people will tend to link to by virtue of the fact that they provide useful information.
4. _____link bait is an interactive application that attracts links.
5. _____tool to foretell your page rank on the next update.
6. _____ tool to approximate the value of a link on a page should attract many relevant links from the search engine marketing community.
7. _____refers to the practice of delivering different content to a search engine than to human visitors browsing a web site.
8. _____ provides different content depending on the type of visitor- based on their physical location on earth.
9. _____ is the practice of using the IP, the network address of the connecting computer, whether robot or human, and sending different content based on that.
10. The _____ header sent by both browsers and spiders.
11. The User-Agent provides a convenient method for people to see if your site employs cloaking by _____ their user agent.

**Multiple Choice Questions.**
1. Soliciting links via_____ is less effective than it once was to the end of improving ranking.
    A. link exchanging
    B. link buying
    C. link building
    D. link designing
2. Careful consideration should be given before trying to get some of your content displayed on popular site such as ____ or _____.
    A. Digg or Slashdot
    B. Google or Yahoo
    C. Digg or del.icio.us
    D. Digg or redhat
3. People love to laugh, and humorous content is very viral in _____.
    A. connection
    B. correlation
    C. nature
    D. attitude
4. Saying something unpopular or mean will likely get links and attention, but it may be the _____ type of attention.
    A. right
    B. wrong
    C. left
    D. right
5. Other examples of interactive link bait includes_____, _____ and _____.
    A. calorie counters, mortgage calculators, currency converters
    B. cut counters, mortgage calculators, currency converters
    C. calorie counters, mortgage calculations, currency converters
    D. calorie calculation, mortgage calculators, currency converters
6. _____ is usually implemented through IP delivery.
    A. Coloring
    B. Cloaking
    C. Coupling
    D. Cohesion

**State True or False.**
1. Geo-targeting is related to foreign search engine optimization in that it allows a site to tailor content to various regions.
2. JavaScript cloaking is the use of redirecting a user to a different page with JavaScript.
3. Using JavaScript to implement cloaking is advisable.
4. Cloaking is a very risky technique.
5. The cloaking toolkit allows you to cloak for some search engines and not others.