

Questions

- I. Provide brief but concise essays on the following topics:
 1. List the on-page optimization techniques you know. Differentiate between black hat and white hat seo.
 2. List the off-page optimization techniques you know. Compare organic search optimization with artificial methods such as buying links.
 3. Explain the advantages and disadvantages of using social bookmarking, blog commenting and forum posting in link building.
 4. Explain the importance of DoFollow backlinks in increasing Page Rank and Site Traffic. Compare this with NoFollow links.

- II. Enumerate the following:
 1. The 5 basic link building methods
 2. Search engine ranking factors that you know
 3. Link value factors that you know
 4. The steps in submitting your site's URL to directories
 5. The steps in submitting an article to an article directory

Answers

List the on-page optimization techniques you know. Differentiate between black hat and white hat seo.

On page optimization that I know, META Tags, which includes META TITLE, META KEYWORDS, and SITE Description, and Alt tags for images, Anchored Text Link.

White hat SEO practices undertaken by websites in efforts for increasing their business and visibility. They are acceptable by the search engines and the online community because although the link building involved is far from natural, it is not done in a way which abuses the system. An example of white hat SEO would be submissions to a handful of good quality directories.

Black hat SEO, on the other hand, is when users deliberately abuse other websites and intellectual properties or to trick end users in hope to get an unfair advantage over the system. For example, posting good quality comments on blogs is white hat SEO but doing spam

comments or unrelated comments is considered black hat.

List the off-page optimization techniques you know. Compare organic search optimization with artificial methods such as buying links.

- Blog Commenting
- Social Networking and Bookmarking
- Directory Submission

Organic search optimization are natural and free, though the results sometimes might be slow. META Tags, Free Directory and Article submission are the most common organic technique to gain page rank and relevant traffic, but its gradual results are fantastic, Unlike artificial method its costly though the results are instant.

Explain the advantages and disadvantages of using social bookmarking, blog commenting and forum posting in link building.

Today's SEO trend has change, social bookmarking, blog commenting and forum posting are considered the best way to build links. The advantage of this technique mainly because it is easy for Web users to not only have a way of remembering a favorite Web page or website in order to reduce the time spent on searching for them, but also to share these bookmarked Web pages and websites to other Internet users in a collaborative fashion.

The disadvantage with these techniques is with its tag-based system that there are no standards set for the keywords, controlled terms and vocabulary used. This can create a problem, especially since the tag-based system relies on people, and not on any program created in the Internet.

Explain the importance of DoFollow backlinks in increasing Page Rank and Site Traffic. Compare this with NoFollow links.

Do Follow backlinks can raise the rankings of your site's pages in the search engines, bringing you targeted organic traffic at zero cost per click. The higher page rank dofollow link to your main page the more contribution towards your page rank.

While a no-follow tag do is if someone leave a comments in your blog and they put their blog URL or an anchor text for them to think that they might get a backlink from your blog, then it would be useless because they wouldn't get any backlinks . Thus the disadvantage of dofollow are the spammers if they've discovered that your blog is a do follow you'll have to expect a vast work on spam control. But in the end of the day the good relevant post will win the day.

Part II. Enumerate the following:

1. The 5 basic link building methods
 - Directory Submission
 - Article Submission
 - Blog Commenting
 - Reciprocal Linking
 - Social Bookmarking

2. Search engine ranking factors that you know
 - Keywords
 - Meta Tags
 - Domain name
 - Age of site
 - Keyword in H1, H2 and H3
 - Keyword font size
 - Outgoing link Anchor Text
 - URL length
 - External Links
 - Internal Links
 - Keyword Density

3. Search engine ranking factors that you know
 - PageRank (or relative nodal link valuation)

- Link text (internal and external)
- Link relevance (global and page)

4. The steps in submitting your site's URL to directories

- Identify the single best category for your site.
- Once you've selected the best category for your site, go directly to that category
- Fill all the necessary data such as
 - Title
 - Keywords
 - Description
 - Website Link
 - Contact Information
- Then Submit (Other Directory sites may need sign up registration and verification)

5. The steps in submitting an article to an article directory

- Read each article directories' guidelines and what is expected from the author. In these guidelines it will explain in detail about article content, article formatting, author name and pen names, resource box, and other pertinent information.
- Create an account at the article directory. Some directories require you to explain why you want to submit articles to their directory. This procedure is required to deter a spammer.
- Choose the best category for it. You may be able to suggest a new category. Most article editors won't reject your article if it's in the wrong category, as a matter of fact, they will place it in most appropriate category. Always proofread and preview your article before submitting.
- Done

Evaluation of Noel Noble's Answers:

Although he may not have expressed them well in English, Noel has given partially correct answers to the questions. In question 1, he has answered correctly, in that, the Title element (not meta title) is

important in on-page optimization. However, including the meta description is unnecessary since search engines generally ignore the keywords in this tag. They focus more on the placement of keywords within links and content.

In the matter of White Hat vs Black Hat, Noel's answer is correct. Although Noel believes not all white hat tactics are natural, he was correct in defining White Hat as an SEO approach that follows the rules and doesn't abuse the system. Black Hat, on the other hand, tends to ignore the rules and often employs deceptive tactics.

In question 2, Noel chose only four methods as part of off-page optimization: blog commenting, bookmarking, directory submission, and social networking. This type of answer usually shows preference for these methods. Perhaps Noel had been speaking from experience, or he may have given answers based on what he read.

His comparison of organic and artificial SEO is almost similar to White Hat and Black Hat. Organic SEO produces long term positive results despite the length of time it takes to do. Artificial SEO is hinged on producing instant results that may not last.

In question 3, Noel pointed out the main weakness of social bookmarking in its tag-based system. Because the keywords are made by people, and not by a program, no standards are set to monitor and control how each submission is categorized.

In question 4, Noel has incorrectly assumed no backlink will exist for a nofollow link. This is wrong. A nofollow attribute only tells the search engine to devalue the link, but not to ignore it. In effect, all links – dofollow or nofollow – are being followed and indexed.

Noel's answers in Part II of the exam are satisfactory, especially in the list of link building methods, search engine ranking factors, and the steps of submitting to web directories and article directories.