

Q1 & Q2 are knowledge-only testing

Test [6]

Q3 is application- and analysis level testing

Q1. From an SEO perspective, what are the three components of the Internet? [1]

The user(s), a webpage(s) and search engine(s)

Q2. List the 4 components of a typical Search Engine [2]

Interface, Algorithm, Index and Crawler

Q3. Comment on the value of the TITLE tag in the HTML code below [3]

The title tag contains NO value – it is empty. Therefore no title will be displayed at the top of the user's browser when this webpage is viewed. The search engine will also not be able to use the title tag contents to improve the website's visibility.

```
<meta http-equiv="content-type" content="text/html; charset=utf-8" />
<meta name="robots" content="index, follow" />
<meta name="keywords" content="IC-ININFO 2012" />
<meta name="description" content="IC-ININFO 2012, International Conference on Integrat
<meta name="generator" content="Joomla! 1.5 - Open Source Content Management" />
<title></title>
<link href="/index.php?format=feed&type=rss" rel="alternate" type="application/rs:
<link href="/index.php?format=feed&type=atom" rel="alternate" type="application/at
<link href="/templates/it apple/favicon.ico" rel="shortcut icon" type="image/x-icon" ,
<script type="text/javascript" src="/media/system/js/mootools.js"></script>
<script type="text/javascript" src="/media/system/js/caption.js"></script>
```