A Smashing Guide To The World Of Search Engine Optimization

An in-depth walkthrough on Search Engine Optimization (SEO).

→ [A Smashing Guide To The World Of Search Engine Optimization](#)

In this article, you will learn about best practices for search engine optimization (SEO). This is helpful if you want access to an up to date collection of strategies and resources to apply SEO to all aspects of your website. After you finish reading the article, return to this page and complete the following assessment.

Multiple choice

Multiple choice

Which of the following is NOT a valued site attribute when performing SEO?

- Mobile First
- Site Speed
- Accessibility
- **Hidden keywords**

👏 Correct! Hiding keywords is considered deceptive page design and therefore not a valued site attribute of SEO.