

WRITING FOR WEB & MOBILE

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Final Exam

Final Exam

Bookmark

FINAL EXAM (100/100 POINTS)

CONGRATULATIONS!

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You're ready for your final exam!

Remember:

- The exam is not timed.
- You need a score of 85% or higher to receive a Certificate of Excellence.

Instructions:

- You have **two attempts** to pass the exam. You may press **Save** at any time to save your answers indefinitely.
- When you're ready to submit your answers, press **Check**. You will see which answers you got right or wrong, and your grade will be at the top.
- If your score is 85% or higher, you will receive a Certificate of Excellence automatically.
- If your score is less than 85%, you may go back one more time to try for a passing grade. Take time to study your incorrect answers and reread the course material as needed. When you're ready, revise your answers and press **Final Check**. You'll see a notification whether you've passed or not.

Good luck!

1) What is the best description of Lean Content?

- ☐ Short, concise sentences and paragraphs
- ☒ The words that enable customers to find you, understand you, and take an action
- ☐ The smallest amount of text marketing approves
- ☐ After a design is created, plugging in as little content as necessary to still describe your product or service

2) What are the Three Characteristics of Lean Content?

- ☒ Reliable, Authentic, Direct
- ☐ Responsive, Approachable, Descriptive
- ☐ Short, Conversational, Understandable
- ☐ Short, Descriptive, Friendly

3) In the context of "this course" what is Content Strategy?

- ☒ Taking what's proven to work from Lean Content experiments and establishing a plan to scale it in measurable ways
- ☐ Establishing different voices, styles, and messages for different channels and different customer segments
- ☐ Taking targeted messaging that's proven to convert users into customers, then rewriting it to be less specific so it attracts more audiences
- ☐ None of the above

4) What is Content Marketing?

- ☐ Executing the content strategy by writing, publishing, and measuring content
- ☐ Creating or repurposing content to work in new channels-both online and offline
- ☐ Translating written content to the best format for your customer and distribution channel-based on data
- ☒ All of the above

5) What's typically missing from the customer segments a company uses to make marketing decisions?

- ☐ Age, gender, and location
- ☐ Open rates and click-through rates
- ☒ The specific content that customer segment prefers
- ☐ Customer behavior, like past purchases and average spend

6) What is the most common reason customers don't pay attention to marketing content?

- ☒ It's generic and therefore it doesn't apply to them
- ☐ Pricing models aren't well-researched
- ☐ Subject lines are too long to be read at-a-glance
- ☐ Imagery doesn't compel the user to click

7) You want to learn how well (or not well) an established company is communicating with its customers. When talking to clients or stakeholders at that company, which of the following is NOT a question to ask?

- ☒ "What kind of a demographic does your target customer fall into?"
- ☐ "What are the top 3 questions your highest value customers ask?"
- ☐ "What are the answers to those questions?"
- ☐ "How/where do customers currently find/get those answers?"

8) How do we find the "right" words to use when designing conversations with customers?

- ☐ Study Google Analytics
- ☐ Look for themes in questions, complaints, and purchasing patterns in customer feedback loops
- ☐ Use Google Keyword Planner to find out what words target customers use
- ☒ All of the above

9) What are the 3 spots in Google Analytics where we can learn the most about what kinds of content our customers want?

- ☐ Top Content, Demographics, and All Traffic
- ☐ Pageviews, Top Content, and Uniques
- ☒ Top Content, Keywords, and Referrals
- ☐ None of the above

10) How can we determine if content is testing well?

- ☐ It gets a lot of Likes, Retweets, Shares, or other social-media engagement behavior
- ☐ It results in direct or indirect sales as indicated by goal-conversion tracking
- ☐ It gets high open or click-through rates via email
- ☒ All of the above

11) What is a Content Workbook?

- ☐ Our content roadmap
- ☐ A low-cost, low-fidelity, universally-accessible tool for doing collaborative work
- ☐ Where we document questions customers ask and language they use
- ☒ All of the above

12) Why do we document the problem we're solving for the highest-value customer?

- ☐ So we can pick design patterns that will might attract that customer
- ☒ It helps us know which words to use when trying to attract and convert that customer
- ☐ So we can find related problems that might attract more audiences, then write content that reaches all of them
- ☐ All of the above

13) In this course how do we define the term "key takeaways"?

- ☒ The 3-5 most prominent customer insights
- ☐ The 3-5 most creative ideas you've brainstormed with your team
- ☐ The 3-5 marketing messages most likely to go viral
- ☐ The 3-5 use cases most likely to become customers

14) What's a Language Board?

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- ☐ A stand-alone, formal deliverable that describes every 15-20 possible use cases in full detail
- ☒ A portion of the Content Workbook that outlines the real language we want to use with our highest-value customers and visitors
- ☐ An FAQ page that documents all of the questions our use cases can ask us, and where they can find those answers
- ☐ A collage of the typical words our customers use, organized in a collage that stakeholders find aesthetically pleasing
- 15) How do key takeaways, content recommendations, and the Language Board help teams?
- ☐ There's already real content to "plug in" after the designers get their mockups approved
- ☒ Everyone can read, understand, and contribute to the Content Workbook as a jumping-off point for design
- ☐ It focuses exclusively on content and doesn't suggest interactions, hierarchy, or flow
- ☐ None of the above
- 16) What's Content-First UX Design?
- ☐ The process of designing with Lorem Ipsum then replacing it
- ☐ The process of writing general content for every possible use case
- ☒ The process of writing specific content as the basis for UX design
- ☐ None of the above
- 17) What are Conversation Maps?
- ☐ The messaging a user will see from start-to-finish
- ☐ A text-only representation of an end-to-end interaction
- ☐ Labels, callouts, and microcopy your team needs to design/build
- ☒ All of the above
- 18) Where do you start when creating a Conversation Map?
- ☐ The Home page
- ☐ The About page
- ☒ The conversion point (the highest-value content/interaction)
- ☐ None of the above
- 19) What is an outcome of Content-First UX Design?
- ☐ It includes sample content designers can use
- ☒ It organizes the experiences around sought-after content
- ☐ It documents patterns and modules for front-end development
- ☐ All of the above
- 20) What is the goal of writing Lean Content for web and mobile?
- ☐ Creating "viral" content similar to top-grossing ad campaigns from competitors
- ☒ Replacing empty marketing language with conversion-oriented messaging driven by customer data
- ☐ Writing clever, concise messaging that will catch the highest-value customer's eye
- ☐ All of the above

SHOW ANSWER You have used 2 of 2 submissions

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