

Congratulations! You passed!
Grade received 93.75%
To pass 75% or higher
Go to next item

1. When creating website content, people with knowledge in the topic should create or edit the content. Which content recommendation does this describe? 1 / 1 point

- ☒ Make expertise and authoritativeness clear.
- ☐ Provide an appropriate amount of content for your subject.
- ☐ Act in a way that cultivates user trust.
- ☐ Make the website useful and interesting.

☒ Correct
If you do not have a background or expertise in a topic you are writing about, consider having someone who does co-create the content or edit it.

2. When creating an e-commerce website, you should ensure it has a clear customer service page and a secure connection. This best describes which content recommendation? 1 / 1 point

- ☐ Make the website useful and interesting.
- ☒ Act in a way that cultivates user trust.
- ☐ Provide an appropriate amount of content for your subject.
- ☐ Make expertise and authoritativeness clear.

☒ Correct
Users feel comfortable visiting a site if they believe it is trustworthy. To cultivate a good reputation, provide information about who publishes the site, provides the content, and the organization's goal.

3. Which of the following is the term for text that describes an image and improves accessibility on webpages for people who have impaired vision? 1 / 1 point

- ☐ Understanding text
- ☐ Idea text
- ☒ Alt text
- ☐ Content text

☒ Correct
Google uses alt text along with computer vision algorithms and content on the page to understand the subject matter of the image.

4. Which of the following are features that help the Google algorithm better understand a photo?
Select all that apply.

0.75 / 1 point

☒ Descriptive page title

☒ Correct
Google will pull a title and snippet to describe the photo. However, you can assist by creating a descriptive page title. You should also include a photo caption and clear filename.

☒ Clear filename

☒ Correct
A clear filename can give Google clues about the subject matter of the image. You should also include a descriptive page title and image caption.

☒ Image caption

☒ Correct
An image caption helps Google understand what is going on in the image. You should also include a descriptive page title and clear filename.

☒ Color sample

☐ This should not be selected
This is not a best practice discussed in the video. To help the Google algorithm better understand a photo, you should include a descriptive page title, image caption, and clear filename.