

Congratulations! You passed!
Grade received 81.25%
To pass 75% or higher
Go to next item

1. Which of the following are recommendations for page title elements? Select three. 0.75 / 1 point

- ☒ Accurately describe the topic of the page's content
- ☒ Correct
Avoid writing a title that has no relation to the page content. Also, avoid writing a title with default text, like "Untitled" or "New Page 1." Other page title recommendations include ensuring every page has a unique title and making the titles brief but descriptive.
- ☒ Ensure every page has a unique title
- ☒ Correct
Creating a unique title for every page helps searchers understand the unique value which the page provides. Avoid using the same page title for a large group of pages. Other page title recommendations include to accurately describe the topic of the page's content and make the titles brief but descriptive.
- ☒ Make the titles brief but descriptive
- ☒ Correct
If the title is too long, or deemed less relevant for a search query, the Google search engine may only show a portion of the text in the title. Other page recommendations include to accurately describe the topics of the page's content and ensure every page has a unique title.
- ☒ Use the same title for similar pages
- ☐ This should not be selected
This is not a page title recommendation. When crafting page titles, you should make them brief but descriptive, ensure every page has a unique title element, and accurately describe the topic of the page's content.

2. Which of the following are meta description recommendations? Select three. 0.75 / 1 point

- ☒ Use unique descriptions for each page
- ☒ Correct
Having unique descriptions for each page helps both Google and users. For instance, if a search result displays multiple pages from the same website, the descriptions help the user make a page selection. Other recommendations are to add one to every page and to accurately summarize the page content.
- ☒ Add a description to every page
- ☒ Correct

Google will show a snippet from the meta description or webpage in the search results. Writing a clear meta description may influence the webpage snippet in the search results. Other recommendations are to accurately summarize the page content and to use unique meta descriptions for each page.

☒ Make the description five words or less

☐ This should not be selected
Typically, you will write more than five words for a meta description. The meta description should be a summary of the webpage. Meta description recommendations are to add one to every page, accurately summarize the page content, and to use unique descriptions for each page.

☒ Accurately summarize the page content in the description

☒ Correct
Write a description that would both inform and interest searchers if they saw the meta description in the search results. Make sure the description contains all the relevant information a search would need to determine if the page is relevant to them. Other recommendations are to add one to every page and use unique descriptions for each page.

3. In Google Search, what are enhanced results with extra visual or interactive features?

1 / 1 point

- ☐ Schema
- ☒ Rich results
- ☐ Structured data
- ☐ Schema results

☒ Correct
To get rich results on a webpage, you can manually add structured data. Or, you can use software to assist with adding the schema code. Once you add structured data to your website, you can use Google's Rich Results Test to ensure there are no mistakes.

4. Which of the following are rich result features? Select three.

0.75 / 1 point

☒ Article information

☒ Correct
A news, sports, or blog article with rich results may display headline text and larger-than-thumbnail images. Other rich results include a product's price and article information.

☒ Review rating



Correct

A review rating can be available for several items, including a recipe, product, book, movie, or local business. Other rich results include a product's price and article information.



Buy now button



This should not be selected

While there are product features in rich results, a buy now button is not available. Rich result examples are a product's price, review ratings, and article information.



Product price



Correct

Rich results for a product include its product price, review rating, and article information. Rich results for a product can also include availability.