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1. The Google search engine explores the Internet to find new or updated webpages. This represents which main process of a search engine? 1 / 1 point

- ☐ Indexing
- ☐ Serving
- ☐ Arranging
- ☒ Crawling

☒ Correct

2. Which of the following does the algorithm consider when ranking a webpage for a search? 1 / 1 point

- ☐ How well-known a business is compared to competitors
- ☒ What's on a website and information on other websites
- ☐ How many ads a business posts
- ☐ How old the website is

☒ Correct

3. To rank search listings, the Google algorithm tries to understand the overall value of a webpage. It does this by using feedback from a process that may contain signals, such as links from prominent websites. This represents which results key factor? 1 / 1 point

- ☒ Quality of content
- ☐ Usability of webpages
- ☐ Meaning of the query
- ☐ Context and settings

☒ Correct

4. Which search engine results pages (SERPs) feature displays a special box with information intended to help the searcher more easily discover what they are seeking? 1 / 1 point

- ☐ Local results

- ☐ Videos
- ☒ Featured snippet
- ☐ Rich results

☒ Correct

5. Digital marketers often review website content or structure as part of search engine optimization. What does this task include?

1 / 1 point

- ☐ Creating content such as text, videos, and photos that address the user's search intent
- ☐ Finding terms and phrases that potential customers are typing into search engines
- ☒ Ensuring a website is well-organized and that it is easily crawled by search engines
- ☐ Hosting, fixing webpage redirects and error pages, or using JavaScript

☒ Correct

6. One of the pre-SEO factors to consider is "knowing your customers well." What does this include?

1 / 1 point

- ☐ Create better content than your competition by studying what they've created
- ☐ Set clear goals for the organization
- ☒ Understand the people reading and experiencing your content
- ☐ Prioritize and consider what the searcher needs from their query instead of what is already in the search results

☒ Correct

7. Which of the following statements regarding keywords is true?

1 / 1 point

- ☐ Keyword research is done after creating content.
- ☐ There is one preferred way to do keyword research.
- ☒ Keyword stuffing results in a negative user experience and can harm a website's ranking.
- ☐ Tools are a distraction to the keyword research process.

☒ Correct

8. Which of the following refers to good website structure and navigation? Select all that apply.

0.75 / 1 point

☒ Every page should only be three, maybe four clicks from the homepage.

☒ Correct

☒ It is easy to use.

☒ Correct

☒ It has a high bounce rate.

☒ This should not be selected
Please review [the video on website structure and navigation](#).

☒ The hierarchy should be flat.

☒ Correct

9. Fill in the blank: Every website has a _____, also known as the root page.

1 / 1 point

- ☐ shop page
- ☒ home page
- ☐ contact page
- ☐ services page

☒ Correct

10. What provides search engines a summary of what a page is about?

1 / 1 point

- ☐ 404 page
- ☒ Meta description
- ☐ Keyword
- ☐ URL

☒ Correct