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Grade received 81.25%
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1. Why is search engine optimization (SEO) important?

1 / 1 point

- ☒ It helps a search engine understand a website's content and possibly display it when someone searches for a business's products or services.
- ☐ It helps organize a series of marketing strategies to turn potential customers into paying customers.
- ☐ It helps a marketer better understand the potential customers they are creating marketing materials for.
- ☐ It helps more accurately serve advertisements to potential customers.

☒ Correct
SEO is often about making small modifications to parts of a website. When viewed individually, they may seem minor. When viewed collectively, the impact can be large.

2. Search engine optimization (SEO) may include which of the following tasks? Select all that apply.

0.75 / 1 point

☒ Technical website development

☒ Correct
Technical website development is a more advanced task. It could include tasks related to hosting, webpage redirects, error pages, or use of JavaScript. Other SEO tasks include reviewing website content or structure and keyword research.

☒ Review website content or structure

☒ Correct
It is important to have a well-organized website that is easy for the search algorithm to crawl. If the site is not easily crawled, certain pages may not display in the search results. Other SEO tasks include technical website development and keyword research.

☒ Create ads that display in a search engine

☐ This should not be selected
This explains search engine marketing. SEO tasks may include reviewing website content or structure, technical website development, and conducting keyword research.

☒ Keyword research

☒ Correct
Keyword research is the process of finding terms and phrases that potential customers are typing into search engines. Other tasks include reviewing website content or structure and technical website development.

3. Which of the following are steps to consider before implementing SEO? Select all that apply.

0.75 / 1 point

☒ Choose online platforms to place ads on

☐ This should not be selected
This would be something to consider if you were doing search engine marketing (SEM). Steps to consider before implementing SEO include to know your website or organization's goals, know the customers well, and brainstorm content for people first.

☒ Brainstorm content for people first

☐ Correct
When creating content for a website, it is important to consider what your searchers' needs are and not what content currently ranks high in the Search Engine Results Pages (SERPs). Other steps to consider are to know your website or organization's goals, and to know the customers well.

☒ Know the website or organization's goals

☐ Correct
The type of SEO work you do depends on the organization's goals. You want to work on tasks that you believe will positively impact those goals. Other steps to consider are to know the customers well, and brainstorm content for people first.

☒ Know the customers well

☐ Correct
Knowing the customer well often includes creating customer personas. Before doing SEO, you need to understand the people reading and experiencing the content. Other steps to consider are to know your website or organization's goals, and to brainstorm content for people first.

4. Which of the following are SEO terms you need to know for entry-level jobs in digital marketing or e-commerce? Select all that apply.

0.75 / 1 point

☒ Meta description

☐ Correct
The meta description provides the search engines a summary of what the webpage is about. In some situations, this description is used in the snippet shown in the search results. Other SEO terms are keyword research and broken link.

☒ Broken link

☐ Correct
A broken link is a link that leads to a webpage that no longer exists. For example, the webpage may have been deleted, or the content may have been moved to a different location. Other SEO terms are meta description and keyword research.

☒ Customer persona

⊗ This should not be selected
This is a general marketing term, not specifically an SEO term. Some SEO terms include meta description, broken link, and keyword research.

☒ Keyword research

✓ Correct
Keyword research is the process of finding terms and phrases that potential customers are typing into search engines. Other SEO terms are meta description and broken link.