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1. As a digital marketer creating a webpage, you collaborate with someone who is knowledgeable in the topic you are writing about. You list them publicly as a co-contributor. This represents which website optimization recommendation? 1 / 1 point

- ☐ Make the website useful and interesting.
- ☒ Make expertise and authoritativeness clear.
- ☐ Provide an appropriate amount of content for your subject.
- ☐ Know what visitors want and give it to them.

☒ Correct

2. Which of the following are recommendations for anchor text? Select all that apply. 1 / 1 point

- ☐ Include a keyword at least twice
- ☒ Make it descriptive of the page it is linking to

☒ Correct

- ☒ Craft it in a few words or a short phrase

☒ Correct

- ☒ Use formatting that makes it stand out from regular text

☒ Correct

3. How can a digital marketer create a great user experience with a website's images? Select all that apply. 0.75 / 1 point

- ☒ Write alt text that uses multiple keywords

☒ This should not be selected
Please review [the video on optimizing images for a website](#).

- ☒ Include a caption with any images

☒ Correct

- ☐ Prioritize the size of the images over the quality of the images on the website

☒ Ensure images are load properly on the computer, tablet, and mobile

☒ Correct

4. What recommendation will help a marketer create effective web page titles?

1 / 1 point

- ☐ A page title should repeat relevant keywords.
- ☐ A page title should be used for more than one web page.
- ☒ A page title should relate to the content on the page.
- ☐ A page title should be long and descriptive.

☒ Correct

5. Fill in the blank: The _____ provides the search engine a summary of what a webpage is about.

1 / 1 point

- ☐ title description
- ☐ meta title
- ☐ meta keyword
- ☒ meta description

☒ Correct

6. Which of the following best describes structured data?

1 / 1 point

- ☐ Enhanced elements in Google search with extra visual or interactive features
- ☐ A type of code used for rich results
- ☒ Code used to better describe a webpage's content to search engines
- ☐ A test to ensure there are no mistakes with the markup

☒ Correct

7. Fill in the blank: The _____ provides information about the pages, videos, and other files on a website, and the relationship between them.

1 / 1 point

- ☒ sitemap
- ☐ index
- ☐ schema

☐ snippet

☒ Correct

8. According to the beginner steps for Google Search Console, what happens immediately after verifying a website's ownership?

1 / 1 point

- ☐ Search Console identifies issues that affect the user experience and how to fix them
- ☒ Search Console starts to collect data and the user gains full access to the tool
- ☐ Search Console creates a sitemap to help Google crawl the site
- ☐ Search Console provides an overview of all the pages Google indexed

☒ Correct

9. Which of the following is true about the Overview page on Search Console?

1 / 1 point

- ☐ It helps users understand which web pages receive the most links.
- ☐ It focuses on the index status for all pages and why they were not indexed.
- ☐ It focuses on SEO-related metrics such as impressions and clicks.
- ☒ It shows a summary of a site's health, including any security issues.

☒ Correct

10. Which of the following is true about the sitemaps report in Google Search Console?

1 / 1 point

- ☒ It allows you to determine which sitemaps have been submitted for your website and access relevant statistics.
- ☐ It allows you to temporarily block pages on your sitemap and manage SafeSearch filtering.
- ☐ The sitemaps report reveals errors on the page, such as HTML or JavaScript code errors, that you will need to address.
- ☐ If you move your website from one domain to another, you need to inform Google Search by using the sitemaps report.

☒ Correct