

Congratulations! You passed!
Grade received 87.50%
To pass 75% or higher
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1. Which of the following best describes keyword research?

1 / 1 point

- ☐ The process of creating fictional representations of ideal customers.
- ☐ The process of increasing the visibility of webpages in the search engines.
- ☒ The process of finding the terms people use in the search engine.
- ☐ The process of placing advertisements within the search engine.

☒ Correct
There is no single correct way to do keyword research. Different organizations you work at may have different recommended processes.

2. Fill in the blank: _____ refers to the practice of loading a webpage with keywords in an attempt to manipulate a site's ranking in the search results.

1 / 1 point

- ☒ Keyword stuffing
- ☐ Keyword ranking
- ☐ Keyword analysis
- ☐ Keyword relevance

☒ Correct
Feedback: Filling pages with keywords results in a negative user experience, and can harm your site's ranking. You should focus on creating useful, information-rich content that uses keywords appropriately and in context.

3. Which of the following are reasons to plan out a website's structure? Select all that apply.

0.75 / 1 point

☒ Assist the search engine crawlers

☒ Correct
Feedback: If a website has pages with no links to it, it could take longer for the Google crawlers to discover it. Other reasons to plan out a website's structure are to have a consistent and readable URL structure and to improve user experience.

☒ Create consistent and readable URL structure

☒ Correct
The URL is the address of a webpage. It is best practice to have clear URLs. Website visitors may be intimidated by URLs with confusing and unrecognizable words. Other reasons to plan out a website's structure are to assist search engine crawlers and to improve user experience.

☒ Improve user experience



Correct

If a user has difficulty navigating a website, it is likely they will leave. Other reasons to plan out a website's structure are to assist search engine crawlers and to have a consistent and readable URL structure.



Spend less on advertising



This should not be selected

Generally, planning out the structure will not lead to spending less on ads. Reasons to plan out a website's structure are to assist search engine crawlers, to have a consistent and readable URL structure, and to improve user experience.

4. Which of the following are tips to consider when creating a website's structure and navigation? Select all that apply.

0.75 / 1 point



Create a navigational page for users



Correct

The navigational page is a simple page on the website that displays the website's structure. It usually consists of a hierarchical listing of all the pages on the site. Other tips are to use https:// whenever possible and to show useful 404 pages.



Show useful 404 pages



Correct

A 404 page is the URL that tells the user that a webpage does not exist. Create a custom 404 page that guides visitors back to the home page or other popular webpage content. Other tips are to use https:// whenever possible and to create a navigational page for users.



Ensure some pages are not reachable by any internal links



This should not be selected

When creating a website structure you should make pages reachable by using internal links. This makes the website navigation Google crawler friendly. Other tips are to use https:// whenever possible, create a navigational page for users, and to show useful 404 pages.



Use https:// whenever possible



Correct

The internet protocol https:// protects the integrity and confidentiality of data between the user's computer and the website. Other tips include to create a navigational page for users and to show useful 404 pages.