



SEO of Today, Tomorrow and Beyond

Quiz, 10 questions

2
points

1.

According to the course, which of the following have SEOs decided is no longer the most valid ranking factor?

- ☐ Link profile
 - ☐ Topic association
 - ☐ Optimized content
 - ☐ Semantic analysis
 - ☐ Specific Keyword density
-

2
points

2.

An extended, natural term or phrase that appears on a page and increases relevancy is known as a:

- ☐ Long-tail keyword
 - ☐ Focus keyword
 - ☐ Synonym keyword
 - ☐ Dynamic keyword
 - ☐ Semantic relationship
-

2
points

3.

Semantic analysis can be summarized as:

- ☐ Looking at how keywords relate to paid search results
 - ☐ Looking at how words are related to a registered domain name
 - ☐ All of the above
 - ☐ Looking at how words are related to each other
 - ☐ Looking at how words are organized and cataloged on business sites
 - ☐ Looking at how “focus” keywords are related to keyword trends on related sites
-

2
points

4.

Entity Association is when:

- ☐ A gatekeeper program tries to determine if the user accessing a site is a real human or a bot



Search engine providers attempt to match a specific individual to their fraudulent site(s)

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Software tries to determine if a query can be matched to a paid, branded link



A search algorithm compares existing content with previously-penalized content



All of the above



Software tries to determine if a query can be matched to a specific individual or thing

2
points

5.

When considering the validity of a brand, search providers consider which factors?



Active social media presence



Valid contact information listed on homepage



Search volume based on brand name



Number of mentions around the web



Engagement with search providers to increase marketing



All of the above

1
point

6.

Which of the following are ways Google algorithms are able to determine how useful documents on the web are to users?



Topic modeling and association



Keyword usage and over-optimization



Keyword analysis and number of backlinks



Analyzing the number of backlinks to the document

1
point

7.

Topic Association is _____. (Select all that apply.)



Utilized by search engines to analyze the theme or topic of a site



A method of linking to other websites based on their topic or theme



Used by search engines to determine relevancy and trustworthiness of a site



Used by search engines to improve location identification capabilities

1
point

8.

Keeping in mind how Topic Association affects search engine results, what is one way you can optimize content for a website to have it seen as more relevant to a particular topic?



Perform your own, thorough semantic analysis of the site

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Determine a site's keyword and use it repeatedly throughout the website



String long tail keywords one after the other throughout the site regardless of how they make sense contextually



Determine a site's keyword and then use words and phrases related to or synonymous with the focus keyword

1
point

9.

Which of the following are true statements regarding why brands are carrying more importance in Google's relevancy algorithm? (Select all that apply.)



Smaller brands bring a greater variety of users to sites



Searchers' familiarity with certain brands means they are biased towards them



Users appear to be more satisfied with search results when they see brands they recognize



Google does not appear to favor brands or associated entities with its relevancy algorithm

1
point

10.

What are some ways you can help your brand grow online? (Select all that apply.)



Create great content



Don't put resources into offline efforts



Develop social presence



Acquire links from trusted sites



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