

# Getting Started & Introduction to SEO

Quiz, 10 questions

2  
points

1.

From the list below, choose the answer that most closely matches what the instructor described as the BEST way to learn and implement SEO, according to the lectures in this lesson.

- ☒ Continuous practice, testing, and modifying of content and optimization plans
  - ☐ Following Google best practices and reaching out to Google with questions and concerns
  - ☐ Strict adherence to standards documents and workflow procedures
  - ☐ Repetition of ideas and policies that have been proven to succeed in the past
- 

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2.

The overall focus of most “white hat” SEOs is traditionally:

- ☐ Acquiring paid links
  - ☐ “Churn and burn” SEO (high turnover)
  - ☐ Increasing advertising revenue
  - ☒ Improving organic search results
- 

2  
points

3.

Search Engine Marketing is another, interchangeable term for SEO.

- ☐ True
  - ☒ False
-

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4.

Based on the discussion of SEO careers in this course, which of the following are potential careers that fall under the SEO umbrella? (Select all that apply.)

- ☒ Working on-site at a marketing agency
  - ☐ Running the Public Relations campaign for a website
  - ☐ Developing content for blogs and social media
  - ☒ Working in-house for a company
  - ☐ Contracting for a variety of sites and companies
- 

2  
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5.

How much of a website's traffic comes from the first page of search results?

- ☐ Less than 20%
  - ☐ Approximately 25%
  - ☐ Close to 100%
  - ☐ Approximately 40%
  - ☒ Approximately 70%
- 

1  
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6.

What are three things an SEO hiring manager might look for in an SEO job candidate? (Select all that apply.)

- ☒ Current level of SEO skill and knowledge
- ☒ Whether or not the candidate is a good cultural fit
- ☐ Their college GPA
- ☒ How quickly a candidate can acquire new skills

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7.

According to Dave Lloyd, what consideration should an SEO job candidate demonstrate in an interview when it comes to working with stakeholders?

- ☐ Making their HTML skills obvious to stakeholders
- ☒ Showing stakeholders how SEO strategy aligns with their business goals
- ☐ Realigning stakeholder business goals to fit SEO strategy
- ☐ Explaining how SEO strategy is more important than their business goals

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8.

Which of the following should a SEO job candidate include in their LinkedIn profile to attract potential employers? (Select all that apply.)

- ☒ Link to a website you have created to demonstrate your skills in making a website more visible in search engines
- ☒ Key words related to SEO
- ☐ Links to articles of SEO professionals you admire
- ☒ List of SEO skills that appeal to employers, such as HTML proficiency

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9.

What is something SEO professional Dave Lloyd suggests you do to help learn how to improve a website's ranking in a search engine?

- ☒ Place a unique sentence somewhere on your website and then search for it
- ☐ Randomly try out various key words on your site to see what helps its rank
- ☐ Link your site to your Facebook profile
- ☐ Ask friends to visit the site to boost its ranking

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10.

Suppose you have 1-3 years SEO-related experience, you've built your own website and know the basics of HTML, and you have one year of experience working in a company; for which position would you be best qualified?

- ☒ In-house Junior SEO Analyst
- ☐ Agency Junior SEO Analyst
- ☐ In-house Senior SEO Analyst

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