SEO of Today, Tomorrow and Beyond
Quiz, 10 questions

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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

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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

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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

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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)

○ 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

○ <mark>Software tries to determine if a query can be matched to a specific individual or thing</mark>

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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

○ <mark>All of the above</mark>

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1 point

6.

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

○ <mark>Topic modeling and association</mark>

○ Keyword usage and over-optimization

○ Keyword analysis and number of backlinks

○ Analyzing the number of backlinks to the document

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1 point

7.

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

☐ <mark>Utilized by search engines to analyze the theme or topic of a site</mark>

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

☐ <mark>Used by search engines to determine relevancy and trustworthiness of a site</mark>

☐ Used by search engines to improve location identification capabilities

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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?
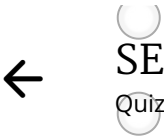
○ Perform your own, thorough semantic analysis of the site

SEO of Today, Tomorrow and Beyond

Quiz, 10 questions ○ 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

○ <mark>Determine a site's keyword and then use words and phrases related to or synonymous with the focus keyword</mark>

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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

☐ <mark>Searchers' familiarity with certain brands means they are biased towards them</mark>

☐ <mark>Users appear to be more satisfied with search results when they see brands they recognize</mark>

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

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1 point

10.

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

☐ <mark>Create great content</mark>

☐ Don't put resources into offline efforts

☐ <mark>Develop social presence</mark>

☐ <mark>Acquire links from trusted sites</mark>

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