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Question 1

Which of the following factors should you consider when optimising your website for search engines?

Well done, that's correct! To help deliver the best possible search results to the user, search engines look at how popular a site is and then build a domain authority based upon relevant links to and from that site. This demonstrates the site's trust and popularity.

- ☐ A Colour scheme
- ☐ B Recycled content
- ☐ C Inspiring business name
- ☒ D Site popularity

Question 2

What should be the first step of a structured SEO plan?

That's right, great job. The first step of an SEO plan should be to conduct keyword research. This will enable the website to rank for relevant search terms.

- ☐ A Identifying your ad budget
- ☐ B Buying an analytics software
- ☐ C Setting up your presence on social media sites
- ☒ D Keyword research

Question 3

When it comes to search ads, which of the following could dictate how an ad will perform against a competitor?

Well done, that's correct. Bid value, together with quality score, is one of the components that will dictate your ad's position in the search results page. By increasing your bid on specific keywords you're more likely to outrank your competitor's ads.

- ☐ A Social media following
- ☒ B Bid value
- ☐ C Domain authority
- ☐ D Average number of visitors to the company's website

Question 4

Fill in the blank: Short strings of specific keywords with low search volume are called _____.

That's right, great job. Long-tail keywords are phrases made up of two or three words and are used to target more niche demographics, therefore they generally have a lower search volume.

- ☐ A Long-hair keywords
- ☒ B Long-tail keywords
- ☐ C High-relevance keywords
- ☐ D Top-tail keywords

Question 5

Which of the following would be an ideal goal for an SEO plan?

Well done, that's correct. Increasing relevant traffic to your website would make an ideal goal for a SEO plan. The more relevant the users are that visit your site, the more chances you have to convert them into potential customers.

- ☐ A Increasing social media likes and follows
- ☒ B Increasing how many relevant people visit your website
- ☐ C Showing your website to as many people as possible
- ☐ D Being in first place in SERP for any keyword

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