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Content Marketing Ecosystem

LATEST SUBMISSION GRADE

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1. True or False:

1 / 1 point

According to this module, search engines like all these things:

- A well-structured site
- Page relevance for common search terms
- Earned links from third-party sites

- ☐ False
- ☒ True

✓ **Correct**

Search engines like: a well-structured site, with page relevance for common search terms, and earned links from third-party sites. Note, links carry a wide range of values with those having higher authority and topical relevance carrying more weight or value to the search engines.

2. Suppose you are seeking to increase your site's ranking with search engines. You want the links to and from your site to be seen as highly valuable to search engines. What kinds of links are considered most valuable? (Select all that apply.)

2 / 2 points

- ☐ Links you bought without consideration for relevance or authority
- ☒ Links from sites considered authoritative in your market space

✓ **Correct**

Search engines do not value all links equally. They are looking for those links from sites that are deemed authoritative in your market and those that have topical relevance to your site. You can purchase links, but those don't carry much weight, especially if they are from sites with low authority or topics that are irrelevant to your audience.

- ☒ Links that have topical relevance to your site and within your market space

✓ **Correct**

Search engines do not value all links equally. They are looking for those links from sites that are deemed authoritative in your market and those that have topical relevance to your site. You can purchase links, but those don't carry much weight, especially if they are from sites with low authority or topics that are irrelevant to your audience.

3. What are some ways of thinking about links to your site? (Select all that apply.)

2 / 2 points

- ☒ Valid citations in a research paper

✓ **Correct**

An editorially-given link is like this because the person giving it to you believes it has value to their audience.

- ☐ A P.O.E.M.
- ☒ Votes in a popular election

✓ **Correct**

This has been likened to votes in a popular election where you're not allowed to stuff the ballot box.

- ☐ A spider crawling its web

4. Which of the following are **not** good content marketing strategies when you are seeking to build your reputation, visibility, and provide you with high-quality links? (Select all that apply.)

2 / 2 points

- ☐ Publish high-quality content as guest posts on third-party sites.
- ☒ Publish in as many third-party sites as possible, even if the themes are irrelevant to your site and your audience.

✓ **Correct**

This is not a good content marketing strategy. You should publish high-quality content as guest posts on third-party sites, and seek to get your content published on sites that have high authority in your market space.

- ☐ Seek to get your content published on sites that have high authority in your market space.
- ☒ Artificially insert keyword phrases into your content as links to your site, even if the words can't logically fit in the same sentence.

✓ **Correct**

This is not a good content marketing strategy. You should publish high-quality content as guest posts on third-party sites, and seek to get your content published on sites that have high authority in your market space.

5. Building your audience is essential to online success. Several of the following are ways to build your audience; which one is **not**?

1 / 1 point

- ☐ Share great content on social media to those who show an interest in your topic or share market space.

- ☐ Creating content of such quality that it will be shared with OPA, other people's audiences.
- ☐ Seek to connect with influencers in your market space and share content with them.
- ☒ Selectively buy followers on social media to increase the apparent size of your audience.
- ☐ Seek to connect with those who actually care about your topic and content.
- ☐ Seek to engage your audience.

✓ Correct

You want to attract a real audience that will engage with you and care about the content you are sharing and posting.

6. What is the best way to get links to your site?

1 / 1 point

- ☐ Optimize keyword searches for each page.
- ☒ Content marketing - when viewed as an ecosystem.
- ☐ Solicit other sites to link to yours.

✓ Correct

The best way to get links to your site is Content Marketing - when viewed as an ecosystem.

7. Content marketing should focus on building or gaining **two things** as the best way to obtain high-quality links and trigger other behavior patterns that online search engines use as ranking signals. What are those two things?

2 / 2 points

☒ Reputation

✓ Correct

When you create quality content and deliver value to the marketplace, you build your reputation; in turn, this will help you develop a large email list, contact media, and attract influencers.

☐ Contacts with media

☒ Visibility

✓ Correct

When you create quality content, you increase your visibility because others will share your content. Gaining visibility will help you develop a large email list, contact media, and attract influencers.

☐ A list of influencers in your market

☐ A large email-marketing list

8. True or False: A "Holistic" view of the content marketing ecosystem conveys the idea that the whole is more than merely the sum of its parts, in theory, or practice.

1 / 1 point

- ☒ True
- ☐ False

✓ Correct

It is highly encouraged to take a holistic view of content marketing so that the parts work together in such a way that the whole effect becomes more than the separate parts.

9. According to this module, content marketing is explained as being all of the things listed below, except one. Which item is **not** true about content marketing?

1 / 1 point

- ☐ Content marketing is key to building the reputation and visibility of your business online.
- ☒ Content marketing is all about manipulation and bending the rules.
- ☐ Content marketing is the safest and best approach to obtaining high-quality links.
- ☐ Content marketing helps you receive high-quality links that drive higher SEO rankings.

✓ Correct

Content marketing should not be about manipulation and bending the rules. It should be defined by all the other items on this list.

10. Which one of the following is **not** true about how you should relate to your audience?

1 / 1 point

- ☐ Raise visibility by going to where your audience goes.
- ☒ Publish where your audience is not present since you never know who you might reach.
- ☐ Don't publish where your audience is not present.
- ☐ It's all about getting visibility with your target audiences.

✓ Correct

You should not publish where your audience is not present.