

✓ **Congratulations! You passed!**
TO PASS 80% or higher

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GRADE
100%

Local SEO

LATEST SUBMISSION GRADE
100%

1. Which of the following **IS NOT** an aspect of good local SEO?

2 / 2 points

- ☐ Including location-based keywords in your on-page strategy
- ☐ Encouraging quality citations from local sites like news agencies
- ☒ Utilizing primarily paid services to generate backlinks
- ☐ Making it easy for customers to leave reviews on major review sites

✓ **Correct**

Using paid service for backlinks is unlikely to result in high quality backlinks. Having mostly paid backlinks can look suspicious. It is better to achieve backlinks from reputable local websites.

2. What was the Pigeon update?

2 / 2 points

- ☐ The Pigeon update created verification criteria for Google business sites that "pigeon-holed" businesses by requiring that they select a limited service area.
- ☒ The Pigeon update was a change in Google's algorithm meant to improve the distance and location ranking parameters.
- ☐ The pigeon update was a social media update that made it easier to identify local social media accounts for marketing purposes.
- ☐ The Pigeon update is a strategy for preventing "flight," or high bounce rates for sites by using catchy anchor text to direct people to additional content.

✓ **Correct**

The Pigeon update was an update to Google's algorithm and is a good illustration of why a diversified local SEO strategy is important. The Google algorithm and Google results display frequently change.

3. A mold removal service in Naperville, IL, a suburb of Chicago, wants to increase their visibility in local search. Which of the following would **NOT** be among your recommendations?

2 / 2 points

- ☐ Include customer testimonials from your service area identifying surrounding cities like Aurora and Bolingbrook that you service.
- ☒ Encourage customer reviews on important review sites by offering discounts and coupons.
- ☐ Sponsor a Naperville Chamber of Commerce cleanup day to get citations and backlinks to your site on the Chamber's website and local news sites.
- ☐ Use a domain name such as chicagomoldremoval.com

✓ **Correct**

Although encouraging customer review with discounts and coupons will probably increase the number of reviews, it is a frowned upon practice and could get your business banned from the review site.

4. In the context of local SEO, which of the following is the best definition of a citation?

2 / 2 points

- ☒ A reference to a business on an external site that includes the business' name and either their phone number or address.
- ☐ A testimonial quote from a satisfied customer that you include on your website.
- ☐ A link to an authoritative source on your site that is properly formatted using MLA or APA style.
- ☐ A reprimand from a review site based on terms of use infractions.

✓ **Correct**

The term 'citation' has many meaning in other contexts, but in local SEO, a citation is a reference to your business on an external site or directory that includes information about your business such as its phone number or address.

5. Including blogs and social media is good practice for improving your local SEO for all of the following reasons **EXCEPT**:

2 / 2 points

- ☒ You can artificially stuff your blog posts with keywords to increase your PageRank.
- ☐ Blog posts can reference locations in your area that help to solidify the range of your business.
- ☐ Blogs increase your site's freshness rating by including new content.
- ☐ Social media sharing can increase the engagement of your local audience and provides a way to include location data without sounding like spam.

✓ **Correct**

You do not want to increase your PageRank by artificially stuffing your blog posts with keywords.

6. What happens when you click on the business name in a local listing?

2 / 2 points

- ☒ You are taken to a Google Maps page showing where the business is located.
- ☐ You are taken to the website for the business.
- ☐ You are shown related businesses in the area.

🔄 You are shown reviews of the business.

✓ **Correct**

This is so that your results are consistent from a desktop versus a mobile site.

7. If you were developing a backlinking strategy for a restaurant in Decatur, Georgia, USA, a suburb of Atlanta, which of the following would be worth investigating? (Select all that apply.)

2 / 2 points

- ☒ Asking the local Decatur Metro blog to share information about a promotion you are offering customers.

✓ **Correct**

This is a great strategy and should help to develop high quality local backlinks.

- ☒ Providing discounts to students and teachers in the Decatur City School District advertised on the district website.

✓ **Correct**

This is a great strategy and should help to develop high quality local backlinks.

- ☐ Link to local business sites about carpet cleaning and plumbing services to build your network.

- ☐ Pay for links to generate backlinks on Google.

- ☒ Creating a Google alert for when Atlanta Magazine and Zagat have votes for best restaurants.

✓ **Correct**

This is a great strategy and should help to develop high quality local backlinks.

- ☒ Announcing to the press that you will be holding a ceremony where you make a large donation to the Decatur Education fund.

✓ **Correct**

This is a great strategy and should help to develop high quality local backlinks.

8. Which of the following can you do to improve local visibility on your own website? (Select all that apply.)

1 / 1 point

- ☒ Include keywords and information related to the location you service.

✓ **Correct**

Include directions, area information, city name and zip code.

- ☒ Incorporate location data on each page

✓ **Correct**

You can do this in headers, footers, tags and in content.

- ☐ Keep all website content the same across multiple locations or multiple services.

- ☒ Place Name, Address, and Phone Number prominently on the site.

✓ **Correct**

These are essential for local customers to find your business and buy from you.