

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

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GRADE
100%

Optimizing A Website For Search

LATEST SUBMISSION GRADE

100%

1. Why is it important to estimate the competitiveness of a potential keyword? (Select all that apply.)

2 / 2 points

☒ Estimating the competitiveness will help you to set appropriate expectations for clients

✓ **Correct**

Estimating the competitiveness of a keyword will help you to help your client set reasonable expectations and timelines.

☐ Estimating keyword competitiveness will help manage the size of the keyword list

☒ Estimating the competitiveness will help determine how long it will take to see results

✓ **Correct**

Estimating the competitiveness of a keyword will help you to help your client set reasonable expectations and timelines.

2. True or False: Analytics tools such as Google Webmaster are usually not very useful in assessing customer intent.

2 / 2 points

☒ False

☐ True

✓ **Correct**

Analytics tools can be very helpful in helping you assess customer intent by providing insight into what customers are looking for.

3. True or False: Listing brand is the best way to optimize your title tag.

2 / 2 points

☐ True

☒ False

✓ **Correct**

Many industries wish only to list their brand on their pages instead of optimized titles.

4. Keyword selection on a larger site should be determined by which of the following factors:

2 / 2 points

☐ competition, intent, brand placement on site, audience alignment

☐ competition, search volume, brand placement on site

☒ competition, search volume, intent, audience alignment

☐ search volume, intent, brand placement on site

✓ **Correct**

competition, search volume, intent and alignment with the audience is correct.

5. True or False: An existing site is more likely to have pages that work well with the keywords you have identified.

2 / 2 points

☒ False

☐ True

✓ **Correct**

Existing sites often have pages that do not match well. Working with a new site will afford more opportunities to develop content that works well with the keywords you have researched.

6. Which of the following make up the criteria used to select keywords?

1 / 1 point

☒ Relevancy, intent, and competitiveness

☐ Localization, relevancy, and competitiveness

☐ Relevancy, intent, and gut instinct

☐ Competitiveness, relevancy, and redundancy

✓ **Correct**

You will discover these through a Competitive Analysis.

7. Suppose you want to identify online competition based on keyword usage, what tools might you use for this? (Select all that apply.)

1 / 1 point

☒ Majestic SEO

✓ **Correct**

You can also use Ahrefs



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You can use Site Explorer.

☒ Open Site Explorer

✓ **Correct**

This allows you to uncover content and link building opportunities, track your site's link profile over time and compare to competitors for intelligent, targeted link building.

☒ MOZ keyword difficulty tool

✓ **Correct**

This allows you to download a list of top competitors rather than entering them into Excel manually.

8. Suppose your client gave you a list of sites they consider to be their direct competitors; what should your attitude be toward organic competitors that are not on their list?

1 / 1 point

- ☐ You should consider these organic competitors by not inform your client, except on the direct competitors they listed.
- ☐ You should ignore them and focus on what the client asked you to do.
- ☒ Include organic competitors that the client may not consider to be their competition.

✓ **Correct**

Such sites may direct customers away from your client's site and to their competition. Part of the service you provide as an SEO professional is to help educate your client about these kinds of things that impact their business.

9. When you are organizing your top competitors to develop a plan to compete, what is an effective way to make the results of your analysis easier to grasp? (Select all that apply.)

1 / 1 point

☒ Color-code the results to emphasize the strength of competitors.

✓ **Correct**

This is a common data visualization technique that makes it easy to see the relative strength of competitors and more easily develop your plan.

☐ Put the data into a block of text separated by commas.

☒ Put each competitor in columns with their related keyword category.

✓ **Correct**

Breaking these into columns for related keywords helps you visually determine the relative strength of competitors.

☐ Put the data into a long list of text and numbers.

10. You've been hired to assign keywords to a site's existing pages to optimize SEO and you're eager to dive in, but what questions should you ask first? (Select all that apply.)

1 / 1 point

☒ What pages may need a revamp based on user engagement?

✓ **Correct**

This revamp can happen before or shortly after your SEO efforts.

☒ How is the page performing from a user experience standpoint?

✓ **Correct**

This would include asking how well a page already ranks for its keywords.

☒ How well do chosen keywords fit in title tags and heading tags?

✓ **Correct**

Also, consider whether you can also use it in a meta-description that can entice a user to click?

☐ How well does that page's content match competitor's text copy?



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