



✓ **Congratulations! You passed!**

TO PASS 80% or higher

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GRADE
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On-page SEO Review

LATEST SUBMISSION GRADE

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1. Which of the following is an aspect of on-page SEO?

2 / 2 points

- ☐ Improving source code
- ☐ Developing links to your website
- ☒ Optimizing site keywords
- ☐ Encompassing social media

✓ **Correct**

Optimizing site keywords is an aspect of on-page SEO.

2. Which of the following meta-data are important to on-page SEO? (Select all that apply.)

2 / 2 points

☒ Heading tags

✓ **Correct**

Heading tags are important to on-page SEO.

☒ Meta-description

✓ **Correct**

Meta-description is important to on-page SEO.

☐ Meta-keywords

☒ Title tags

✓ **Correct**

Title tags are important to on-page SEO.

3. Why is it important to have the brand at the end of the title tag?

2 / 2 points

- ☐ The brand name can then be abbreviated
- ☒ What the page is about should be first
- ☐ The company is concerned about branding first and foremost

✓ **Correct**

Correct! The page should feature the content of the page.

4. What **IS NOT** a best practice for optimizing content?

2 / 2 points

- ☒ Repeat your keyword often
- ☐ Add images and other resources
- ☐ Link to other related websites
- ☐ Use synonyms for keywords

✓ **Correct**

Repeating your keyword often is not a best practice for optimizing content.

5. What is the best way for looking at all the information needed for on-page SEO?

1 / 1 point

- ☐ Look at the meta-data separately
- ☐ Only look at the search results
- ☐ Use the title tag to tell you about the rest of the meta-data
- ☒ A crawler like Screaming Frog

✓ **Correct**

Using a crawler or spider, is the best way for looking at all the information needed for on-page SEO.

6. Suppose you want to make sure to cover the three key areas of SEO; which of the following would you put into place?

1 / 1 point

- ☒ On-page Optimization, Technical Optimization, and Off-page Optimization
- ☐ Branding, keywords and title tags
- ☐ Improving source code, social media, and analyzing meta-data

✓ **Correct**

These are the three key areas. Technical is also called on-site and Off-page is also known as off-site SEO. Together these three areas are key.

7. Suppose you have searched for a topic of interest in a search engine, when the Meta-Data returns some words in the meta-description are in bold: what are these words in bold type?

1 / 1 point

- ☒ Keywords
- ☐ Meta-Data
- ☐ Meta-Tags
- ☐ Website or URL

✓ Correct

These are either the words you put in your search, or words the search engine knows are related. for example, if you input "course" as part of your search, the keyword "class" would also be bolded because the search engine knows these terms are related.

8. Which of the following are best practices to optimize a Title Tag for SEO? (Select all that apply.)

1 / 1 point

- ☐ Aim to make Title Tag no longer than 75 to 140 characters in length.
- ☒ Only use important keywords in Title Tag

✓ Correct

Use only two keywords for tight focus.

- ☒ Aim to make Title Tag no longer than 55 to 60 characters in length

✓ Correct

- ☒ Make sure Title Tag accurately and concisely describes your page

✓ Correct

You also want to make sure it includes keywords people are likely to search.

- ☐ Put keywords at the end of a Title Tag

9. Which of the following are ways to best use Meta Descriptions for on-page optimization strategy? (Select all that apply.)

1 / 1 point

- ☒ Write a meta description using keywords as much as possible while accurately describing the content.

✓ Correct

This will make more words appear in bold and be more likely to entice a user to click.

- ☐ Don't worry about crafting a good meta description because it does not directly impact rank.

- ☒ Aim to keep meta descriptions under 160 characters in length.

✓ Correct

If you go longer and it's cut off this can result in a poor user experience.

10. Which of the following are best practices for content optimization? (Select all that apply.)

1 / 1 point

- ☒ Organize content within subdirectories

✓ Correct

This makes it easy to locate by topic and improves user experience.

- ☒ Make sure content is relevant to the theme of your site.

✓ Correct

Irrelevant material can hurt your ranking.

- ☐ Just copy content from other sites to save yourself time as long as it is high quality.

- ☐ Duplicate relevant text or content on one page of your site to other related pages to make sure users see it.

- ☒ Add unique content that adds value to site visitors and users.

✓ Correct

This can be done by creating new content or presenting it with a unique spin.