



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

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GRADE  
100%

## Getting Started & Introduction to SEO

LATEST SUBMISSION GRADE  
100%

1. From the list below, choose the answer that most closely matches what the instructor described as the BEST way to learn and implement SEO, according to the lectures in this lesson.

2 / 2 points

- ☒ Continuous practice, testing, and modifying of content and optimization plans
- ☐ Following Google best practices and reaching out to Google with questions and concerns
- ☐ Strict adherence to standards documents and workflow procedures
- ☐ Repetition of ideas and policies that have been proven to succeed in the past

✓ **Correct**

Even with documentation, support, best practices and established methods, SEO is, at heart, about being adaptable and attentive to a shifting market, as well as the continuous practice and testing that comes with it.

2. The overall focus of most "white hat" SEOs is traditionally:

2 / 2 points

- ☒ Improving organic search results
- ☐ Increasing advertising revenue
- ☐ Acquiring paid links
- ☐ "Churn and burn" SEO (high turnover)

✓ **Correct**

While their methods may involve acquiring links or the end result may be an increase in revenue, as we saw in Lesson 2 of this module, the **overall focus** of the white hat SEO is to work within search engine guidelines in order to improve organic results.

3. True or False: Search Engine Marketing is another, interchangeable term for SEO.

2 / 2 points

- ☐ True
- ☒ False

✓ **Correct**

As we learned in Lessons 2 and 3, although SEO may work closely with Search Engine Marketing (SEM), they are distinct disciplines with very different processes and goals.

4. Based on the discussion of SEO careers in this course, which of the following are potential careers that fall under the SEO umbrella? (Select all that apply.)

2 / 2 points

- ☒ Working in-house for a company

✓ **Correct**

As we learned throughout the lessons of this module, as well as the SEO interview videos, one of the main career paths for SEO involves working in-house for an SEO company.

For more information please visit the video *What you can expect from a career in SEO*.

- ☒ Contracting for a variety of sites and companies

✓ **Correct**

As we learned throughout the lessons of this module, as well as the SEO interview videos, one of the main career paths for SEO involves working independently as a contractor for a variety of clients.

For more information please visit the video *What you can expect from a career in SEO*.

- ☐ Running the Public Relations campaign for a website

- ☒ Working on-site at a marketing agency

✓ **Correct**

As we learned throughout the lessons of this module, as well as the SEO interview videos, one of the main career paths for SEO involves working as an SEO professional that is part of a marketing agency.

For more information please visit the video *What you can expect from a career in SEO*.

- ☐ Developing content for blogs and social media

5. How much of a website's traffic comes from the first page of search results?

2 / 2 points

- ☐ Approximately 25%
- ☒ Approximately 70%
- ☐ Approximately 40%
- ☐ Close to 100%
- ☐ Less than 20%

✓ Correct

Users are more likely to refine their search and try again than to continue on to the second page of results.

6. What are three things an SEO hiring manager might look for in an SEO job candidate? (Select all that apply.)

1 / 1 point

✓ Current level of SEO skill and knowledge

✓ Correct

Managers look for a candidate's current level of SEO skill and knowledge to ensure they are making the right hiring decision for their company.

✓ How quickly a candidate can acquire new skills

✓ Correct

Managers want to see in the interview that a candidate is willing and able to acquire the SEO skills that are specific to their company and the job the candidate will perform.

✓ Whether or not the candidate is a good cultural fit

✓ Correct

Bringing on a new employee takes time and money from the organization. Making sure a candidate is a good cultural fit prior to hiring helps ensure both the candidate and organization are happy with the hire.

☐ Their college GPA

7. Why might an SEO hiring manager ask a job candidate to perform a quick site audit? (Select all that apply.)

1 / 1 point

✓ To see if a candidate can identify issues to be addressed and make recommendations

✓ Correct

The hiring manager can determine the depth of the candidate's understanding of SEO concepts. If that candidate can go beyond listing a checklist of problems and actually explain why they are SEO concerns.

✓ It mirrors a task the candidate would have to do if hired

✓ Correct

Site audits are part of an SEO's day-to-day job duties.

☐ To ensure the candidate only has a basic understanding of SEO issues

☐ To assess the candidate's ability to work well with graphic artists

8. Which of the following should a SEO job candidate include in their LinkedIn profile to attract potential employers? (Select all that apply.)

1 / 1 point

☐ Links to articles of SEO professionals you admire

✓ Key words related to SEO

✓ Correct

Placing key SEO related words in your LinkedIn profile will help you get noticed by employers searching for candidates like you.

✓ List of SEO skills that appeal to employers, such as HTML proficiency

✓ Correct

Employers want to know what your skill sets are and want to know you are HTML proficient.

✓ Link to a website you have created to demonstrate your skills in making a website more visible in search engines

✓ Correct

Linking to a website you have built yourself using HTML and SEO strategy will show you have the experience necessary to work in the profession.

9. What is something SEO professional Dave Lloyd suggests you do to help learn how to improve a website's ranking in a search engine?

1 / 1 point

☐ Link your site to your Facebook profile

☒ Place a unique sentence somewhere on your website and then search for it

☐ Randomly try out various key words on your site to see what helps its rank

☐ Ask friends to visit the site to boost its ranking

✓ Correct

This technique allows you to think through how to improve the site's ranking and apply SEO strategy in the process.

10. Suppose you have 1-3 years SEO-related experience, you've built your own website and know the basics of HTML, and you have one year of experience working in a company; for which position would you be best qualified?

1 / 1 point

☐ In-house Senior SEO Analyst

☒ In-house Junior SEO Analyst

☐ Agency Junior SEO Analyst

✓ Correct

These are the qualifications generally expected of a Junior SEO Analyst working in-house.

