



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

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GRADE
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SEO of Today, Tomorrow and Beyond

LATEST SUBMISSION GRADE

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1. According to the course, which of the following have SEOs decided is no longer the most valid ranking factor?

2 / 2 points

- ☐ Optimized content
- ☐ Semantic analysis
- ☐ Link profile
- ☐ Topic association
- ☒ Specific keyword density

✓ **Correct**

Through trial and error SEOs have learned that specific keyword density, which used to be a major ranking indicator, is no longer as valid as other factors.

2. An extended, natural term or phrase that appears on a page and increases relevancy is known as a:

2 / 2 points

- ☒ Long-tail keyword
- ☐ Dynamic keyword
- ☐ Semantic relationship
- ☐ Synonym keyword
- ☐ Focus keyword

✓ **Correct**

A long term or phrase that might lead users to a specific page (such as "Where can I learn how to make wine?") is known as a **long-tail keyword**.

3. Semantic analysis can be summarized as:

2 / 2 points

- ☐ All of the above
- ☐ Looking at how "focus" keywords are related to keyword trends on related sites
- ☐ Looking at how keywords relate to paid search results
- ☒ Looking at how words are related to each other
- ☐ Looking at how words are related to a registered domain name
- ☐ Looking at how words are organized and cataloged on business sites

✓ **Correct**

Semantic analysis looks at how words are related to each other. This is true in SEO as well as language in general.

4. Entity Association is when:

2 / 2 points

- ☒ Software tries to determine if a query can be matched to a specific individual or thing
- ☐ A search algorithm compares existing content with previously-penalized content
- ☐ A gatekeeper program tries to determine if the user accessing a site is a real human or a bot
- ☐ All of the above
- ☐ Search engine providers attempt to match a specific individual to their fraudulent site(s)
- ☐ Software tries to determine if a query can be matched to a paid, branded link

✓ **Correct**

Entity Association is an attempt by the search engine to **determine if a query can be matched to a specific person or thing (an "entity").**

5. When considering the validity of a brand, search providers consider which factors?

2 / 2 points

- ☐ Active social media presence
- ☐ Valid contact information listed on homepage
- ☐ Search volume based on brand name
- ☐ Number of mentions around the web
- ☐ Engagement with search providers to increase marketing
- ☒ All of the above

✓ **Correct**

Search providers actually consider all of the listed factors when differentiating valid brands from spammy or poorly-built product or company pages.

6. Which of the following are ways Google algorithms are able to determine how useful documents on the web are to users?

1 / 1 point

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- ☐ Analyzing the number of backlinks to the document
- ☒ Topic modeling and association
- ☐ Keyword analysis and number of backlinks
- ☐ Keyword usage and over-optimization

✓ **Correct**

Topic modeling allows search engines to gauge the relevance of documents found on the web.

7. Topic Association is _____. (Select all that apply.)

1 / 1 point

- ☐ Used by search engines to improve location identification capabilities
- ☒ Utilized by search engines to analyze the theme or topic of a site

✓ **Correct**

Topic Association is a technique used by search engines to determine relevancy and trustworthiness of a site as well as to determine its theme or topic.

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✓ **Correct**

Topic Association is a technique used by search engines to determine relevancy and trustworthiness of a site as well as to determine its theme or topic.

- ☐ A method of linking to other websites based on their topic or theme

8. Keeping in mind how Topic Association affects search engine results, what is one way you can optimize content for a website to have it seen as more relevant to a particular topic?

1 / 1 point

- ☐ Perform your own, thorough semantic analysis of the site
- ☐ Determine a site's keyword and use it repeatedly throughout the website
- ☒ Determine a site's keyword and then use words and phrases related to or synonymous with the focus keyword
- ☐ String long tail keywords one after the other throughout the site regardless of how they make sense contextually

✓ **Correct**

Topic Association determines a site's relevancy to a topic by looking at how closely related the words are and how closely they correspond to a particular topic.

9. Which of the following are true statements regarding why brands are carrying more importance in Google's relevancy algorithm? (Select all that apply.)

1 / 1 point

- ☐ Google does not appear to favor brands or associated entities with its relevancy algorithm
- ☐ Smaller brands bring a greater variety of users to sites
- ☒ Searchers' familiarity with certain brands means they are biased towards them

✓ **Correct**

Many SEOs believe Google unfairly ranks recognizable brands higher than other sites due to searcher bias.

- ☒ Users appear to be more satisfied with search results when they see brands they recognize

✓ **Correct**

Google believes that searchers who see brands they trust in their search results are more satisfied overall with those results.

10. What are some ways you can help your brand grow online? (Select all that apply.)

1 / 1 point

- ☒ Develop social presence

✓ **Correct**

Creating great content, developing social presence, and acquiring links from trusted sites helps to cultivate branded search and improve online positioning.

- ☐ Don't put resources into offline efforts

- ☒ Acquire links from trusted sites

✓ **Correct**

Creating great content, developing social presence, and acquiring links from trusted sites helps to cultivate branded search and improve online positioning.

- ☒ Create great content

✓ **Correct**

Creating great content, developing social presence, and acquiring links from trusted sites helps to cultivate branded search and improve online positioning.