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

[Keep Learning]

GRADE
100%

Keyword Theory & Research Review

LATEST SUBMISSION GRADE

100%

1. A new site that sells Sci-fi memorabilia is about to launch. Which of the following keywords will best drive the right kind of traffic to the site?   `2 / 2 points`

   ○ Top Sci-fi characters

   ● Buy Sci-fi collectibles

   ○ Sci-fi superfan

   ○ Han shot first (or other key pop culture Sci-fi phrases)

   > ✓ **Correct**
   > Precise keywords are what help direct your target audience to the content on your site.

2. Which of the following are ways that companies can adjust for the seasonality of searches?   `2 / 2 points`

   ● Publish blog posts to correlate with an increase in searches on the blog topic

   ○ Adjust content for males between the ages of 18-25 based on your audience analysis

   ○ Launch a website redesign when the product is most in demand

   ○ Create blog posts based on common questions that your audience has

   > ✓ **Correct**
   > Publishing blog posts to correlate with an increase in searches on the blog topic is one way companies can adjust for the seasonality of searches.

3. True or false: Long tail keywords should be avoided when selecting keywords for your site   `2 / 2 points`

   ○ True

   ● False

   > ✓ **Correct**
   > Well-crafted long tail keywords are preferred over the more general head terms because they more closely align with your audience's needs and your website's function

4. Which of the following are reasons to conduct an audience analysis using tools like Google Trends, Alexa, Quantcast, and Follwerwonk? (Select all that apply.)   `2 / 2 points`

   ☑ You modify the language and tone of your site based on factors such as the age or home regions of your audience

   > ✓ **Correct**
   > Yes, all of these would be great reasons to conduct an audience analysis

   ☑ You plan to adjust blog post and site resources based on your audience's needs

   > ✓ **Correct**
   > Yes, all of these would be great reasons to conduct an audience analysis

   ☑ You select a market strategy based on the email or texting habits of your audience

   > ✓ **Correct**
   > Yes, all of these would be great reasons to conduct an audience analysis

   ☑ You would like to understand your audience to help you refine and choose keywords to target

   > ✓ **Correct**
   > Yes, all of these would be great reasons to conduct an audience analysis

5. Which of the following best describes what a persona is and how persona are used in SEO?   `2 / 2 points`

   ○ Personas is the general term for the roles of researcher and tester used in usability testing

   ○ Personas are avatars who welcome visitors to your site and increase repeat traffic

   ○ Personas are carefully defined characters used in marketing and commercials geared toward your audience's driving motivations

   ● Personas are concrete representations of data from your audience analysis used to make decisions about SEO strategy such as keywords, content tone, and content topics

   > ✓ **Correct**
   > Personas are concrete representations of data from your audience analysis used to make decisions about SEO Strategy such as keywords, content tone, and content topics.

6. Which of the following are ways to refine keywords to better match the terms your target audience might use to find you? (Select all that apply.)   `1 / 1 point`

☑ Move from a broad descriptive word like "Games" to a more specific descriptive phrase like "PC Games"

> ✓ **Correct**
> Make it even more targeted by adding "of the year," or "for children" or "to play with a friend."

☐ Provide **only** relevant keywords to a specific question a user is asking but not information a user might want to ask.

☑ Keep searcher intent in mind

> ✓ **Correct**

7. Which of the following represents the path and progress through the stages of a search in the correct order? `1 / 1 point`

○ Navigational > Transactional > Informational

○ Evaluation > Preference > Awareness > Purchase

○ Awareness > Preference > Evaluation > Purchase

⦿ Awareness > Evaluation > Preference > Purchase

> ✓ **Correct**
> Awareness starts with a broad topic. Evaluation is where he will specifically refine the search. In Preference stage, he will further narrow choices and come to a decision. Then move on to the Purchase stage.

8. Which of the following will help to brainstorm good longtail keywords and generate content ideas? `1 / 1 point`

⦿ Consider questions users will ask and prefixes such as "How...," "Why...," "Where..." "Which...," and "Why..."

○ Use a whiteboard to write out your ideas

○ Brainstorm with a small group of friends who think they know your target audience.

> ✓ **Correct**
> These can become effective article titles that can drive traffic to your site.

9. Suppose you know your audience is active on Twitter, which of the following would be a good tool to use to gather data? `1 / 1 point`

○ SimilarWeb

○ AARP Analytics

○ Alexa

⦿ Followerwonk

> ✓ **Correct**
> Followerwonk is a tool that allows you to analyze Twitter profiles, followers and bios among other features.

10. What does a persona represent? `1 / 1 point`

⦿ Your ideal buyer

○ A cross-section of the demographic data

○ Localized phrases used to describe an item like cookie vs. biscuit or soda vs. pop.

○ Optimized keyword content and phrases

> ✓ **Correct**
> This personal represents who you ultimately want to attract to your site.