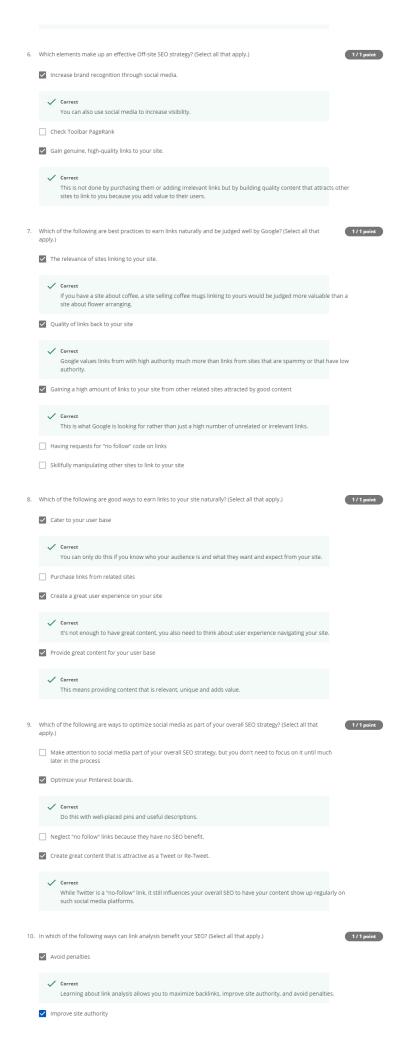
grade 100%

Off-site SEO Review Latest Submission Grade	
100%	
How did page rank used to be determined? (Select all that apply.)	2/2 points
By the number of visitors to your website	
✓ By an exponential rank from 0-10	
Correct Page rank used to be determined by an exponential rank from 0-10.	
✓ By the amount of links to your website	
Correct Page rank used to be determined by the amount of links to your website.	
✓ By the quality of links to your website	
Correct Page rank used to be determined by the quality of links to your website.	
 What IS NOT a best practice for creating strong site authority through links? 	2/2 points
Edit your back link profile regularly	
Try to remove spammy links	
Have a link exchange with another website Make sure that good keywords in anchor text is used for links	
make safe that good keywords in diletor text is used for links	
Correct Having a link exchange with another website is <u>not</u> a best practice for creating strong site.	authority.
A natural link profile would have a link such as:	2/2 points
(Select all that apply.)	
www.example.com	
✓ Correct A natural link profile will have a straight URL link like www.example.com	
✓ Click here	
Correct A natural link profile is likely to have a call to action to direct the user.	
Anchor text surrounded by content that relates	
Correct A natural link profile will have an anchor text surrounded by content that relates it.	
Why is social media an important tool of off-page SEO? (Select all that apply.)	2/2 points
Social media can improve site authority just like any other link	
✓ It helps to build a brand	
Correct Social media can help to build a brand	
Some social media pages are crawled and indexed	
Correct Some social media pages are crawled and indexed.	
5. What <u>IS NOT</u> an opportunity of Pinterest?	2/2 points
Pinterest can create a strong back link profile to your website	
Boards with more active followers rank better in searches Ranks well for long tall niche keywords	
Pins and boards are indexed	

Pinterest does <u>not</u> create a strong back link profile to your website.



Correct
 Learning about link analysis allows you to maximize backlinks, improve site authority, and avoid penalties.
 Maximize backlinks
 Correct
 Learning about link analysis allows you to maximize backlinks, improve site authority, and avoid penalties.