

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

Keep Learning

GRADE
100%

Creating an SEO Campaign

LATEST SUBMISSION GRADE

100%

1. What is the main reason that you should do a mini-audit of a site prior to working with a client?

2 / 2 points

- ☐ It helps you identify the costs associated with each of the client's SMART goals.
- ☐ It helps you identify problems for the client that you will not be able to address.
- ☒ It helps you identify ways to provide immediate value and set the timeline for the project.
- ☐ It helps you provide a list of problems that previous SEO work has caused for the site.

✓ **Correct**

Early in the process, you do not know the client's SMART goals. You should conduct a mini-audit prior to your first meeting so that you can speak knowledgeably about the scope of the project and identify ways that you can provide value.

2. In your initial conversation with clients, why is it a good idea to share a few quick wins and opportunities? (Select all that apply.)

2 / 2 points

- ☒ Quick wins provide a means to show immediate value to your services.

✓ **Correct**

Quick wins are one way to show immediate value to your services.

- ☐ It provides a complete road map of all of the work you will do during the project.

- ☒ Identifying opportunities helps to identify ways that your expertise is needed.

✓ **Correct**

Identifying opportunities helps to identify ways that your expertise is needed and shows value to your services.

- ☐ You can save the client money by letting them know how to make gains without hiring you.

3. Which of the following **IS NOT** a SMART goal?

2 / 2 points

- ☐ Increase leads generated from our website by 10% by the end of the quarter.
- ☐ Increase sales of Adidas brand shoes by 25% by the end of the fiscal year.
- ☒ Generate more site traffic within three months.
- ☐ Reduce the site bounce rate by 15% in six months.

✓ **Correct**

To generate more site traffic within three months **is not** a SMART goal please revisit the video on **SMART Goals** to understand what is missing.

4. Which of the following is an unrealistic client expectation that should be reframed early in your relationship?

2 / 2 points

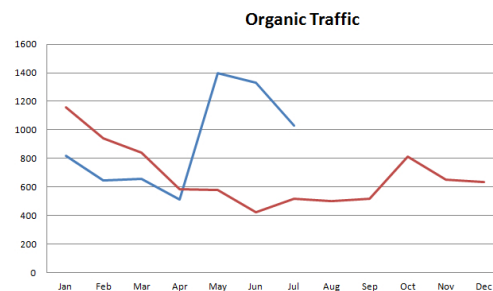
- ☐ By the end of the fiscal year 50% fewer visitors will bounce from the site.
- ☐ The client expects 20% more completed checkouts within six months.
- ☒ Within eight months, attain a number one rank for their top keyword.
- ☐ Within 12 months, site traffic will triple.

✓ **Correct**

Although some of the other goals may be difficult to do, the most unrealistic is to promise a particular rank on a keyword. There are too many variables that contribute to attaining this goal.

5. Imagine that one of your client's primary goals is to increase the amount of traffic to their site. The chart below compares this year's data (in blue) to last year's data (in red). Is this year's dip (in blue) after June an indicator that you are likely to have trouble meeting the client's goal?

2 / 2 points



- ☐ Probably. The traffic dramatically decreased from June to July. This spells trouble.

- ☒ Probably not. The traffic is still significantly higher than where it was at the same time last year. There is some reason to think that this is a seasonal dip.
- ☐ Definitely. There is a clear need to shift approach based on the decline in traffic.

✓ Correct

The traffic is still significantly higher, so there is some reason to think that this is a seasonal dip.

6. What are some quick wins you should try when working with a new client? (Select all that apply.)

2 / 2 points

- ☒ Add more text to the homepage and other important pages.

✓ Correct

This is a great strategy to allow the client to brainstorm ideas, which can easily be changed should the focus shift later.

- ☒ Have the client install Google Webmaster Tools & Google Analytics on their computer.

✓ Correct

This is the first thing you should check that your client has right away and once it is installed, establish an XML Sitemap and ensure Google is aware of and can access it.

- ☐ Add more keywords to the site.

- ☒ Ensure there is a robots.txt file uploaded and appropriate areas are blocked.

✓ Correct

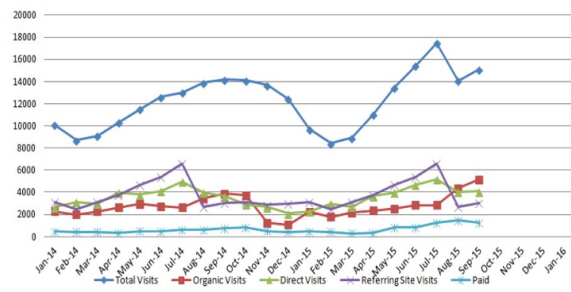
Key for search engines to find your site and only crawl the areas you want them to on your site. Remember, not everything on your site needs to be accessed by search engines.

- ☐ Discussing with the client everything that is wrong with the site from an SEO perspective.

7.

2 / 2 points

When looking at traffic for a site, which of these should you most be concerned about:



- ☐ Total Visits
- ☐ Direct Visits
- ☒ Organic Visits
- ☐ Referring Site Visits
- ☐ Paid Visits

✓ Correct

Increasing traffic is typically the main goal of an SEO campaign. It is a good idea to look at the different types of traffic alongside each other versus just the total, but as SEOs we are more concerned with the organic traffic to a site.

8. Suppose you are working in-house, scoping an SEO project. which of the following should you be able to do? (Select all that apply.)

1 / 1 point

- ☒ Prioritize work needed

✓ Correct

You'll need to determine how large and complex the sites are for various projects and set priorities accordingly.

- ☒ Estimate a project's length

✓ Correct

You can do this through a site audit and discussions with the client.

- ☒ Estimate ability to meet various deadlines

✓ Correct

You will need to be ready to answer upper management when asked about this.

9. Suppose you are in your initial meeting with a new client; which of the following are questions you should ask? (Select all that apply.)

1 / 1 point

- ☒ Has your company previously worked with an SEO firm?

✓ Correct

You need to know if they have already done any SEO work. This is important because you need to be aware of any previous or upcoming penalties.

✓ Have you previously used other domain names?

✓ Correct

If so, you should check that these have been redirected properly without penalties.

✓ What keywords are you currently tracking?

✓ Correct

This lets you see if the keywords they are tracking are attainable.

✓ (If they have worked with an SEO firm previously) ask, "What did you like and dislike?"

✓ Correct

This will give you insight into what the client will expect and what you can expect from the client.

□ How long do you anticipate it taking for us to boost your site to the #1 ranking?

10. Suppose you have separated keywords into thematic groups associated with specified areas of a site. You notice one group is performing poorly for keyword rankings; what should this prompt you to do?

1 / 1 point

- ☐ Check all areas of the site with a complete site audit.
- ☒ Go into the area of the site associated with that keyword group to see how that area can be improved.
- ☐ Revise all the keywords on the site.

✓ Correct

This is one of the advantages of grouping keywords into buckets or thematic groups.