



✓ **Congratulations! You passed!**

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GRADE
100%

Off-site SEO Review

LATEST SUBMISSION GRADE

100%

1. 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.

2. 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

✓ **Correct**

Having a link exchange with another website is **not** a best practice for creating strong site authority.

3. 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.

4. 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 **IS NOT** 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 tail niche keywords

☐ Pins and boards are indexed

✓ **Correct**

Pinterest does **not** create a strong back link profile to your website.

6. Which elements make up an effective Off-site SEO strategy? (Select all that apply.)

1 / 1 point

☒ Increase brand recognition through social media.

✓ Correct

You can also use social media to increase visibility.

☐ Check Toolbar PageRank

☒ Gain genuine, high-quality links to your site.

✓ Correct

This is not done by purchasing them or adding irrelevant links but by building quality content that attracts other sites to link to you because you add value to their users.

7. Which of the following are best practices to earn links naturally and be judged well by Google? (Select all that apply.)

1 / 1 point

☒ The relevance of sites linking to your site.

✓ Correct

If you have a site about coffee, a site selling coffee mugs linking to yours would be judged more valuable than a site about flower arranging.

☒ Quality of links back to your site

✓ Correct

Google values links from with high authority much more than links from sites that are spammy or that have low authority.

☒ Gaining a high amount of links to your site from other related sites attracted by good content

✓ Correct

This is what Google is looking for rather than just a high number of unrelated or irrelevant links.

☐ Having requests for "no follow" code on links

☐ Skillfully manipulating other sites to link to your site

8. Which of the following are good ways to earn links to your site naturally? (Select all that apply.)

1 / 1 point

☒ Cater to your user base

✓ Correct

You can only do this if you know who your audience is and what they want and expect from your site.

☐ Purchase links from related sites

☒ Create a great user experience on your site

✓ Correct

It's not enough to have great content, you also need to think about user experience navigating your site.

☒ Provide great content for your user base

✓ Correct

This means providing content that is relevant, unique and adds value.

9. Which of the following are ways to optimize social media as part of your overall SEO strategy? (Select all that apply.)

1 / 1 point

☐ Make attention to social media part of your overall SEO strategy, but you don't need to focus on it until much later in the process

☒ Optimize your Pinterest boards.

✓ Correct

Do this with well-placed pins and useful descriptions.

☐ Neglect "no follow" links because they have no SEO benefit.

☒ Create great content that is attractive as a Tweet or Re-Tweet.

✓ Correct

While Twitter is a "no-follow" link, it still influences your overall SEO to have your content show up regularly on such social media platforms.

10. In which of the following ways can link analysis benefit your SEO? (Select all that apply.)

1 / 1 point

☒ Avoid penalties

✓ Correct

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

☒ Improve site authority

✓ 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.