



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

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## Advanced On-page SEO

LATEST SUBMISSION GRADE

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1. True or False: The first step in developing a competitive analysis is to determine how your target audience reacts to your content.

2 / 2 points

- ☐ True  
☒ False

✓ **Correct**

While the target audience reaction to your content is important, the first step in developing a competitive analysis is to identify who your true competitors are.

2. When we perform an internal content audit on our own or a client's site, we should also:

2 / 2 points

- ☐ look for opportunities to improve content  
☐ take notes about the appearance of our pages and the images we use  
☐ list other resources we could add  
☒ all of the above

✓ **Correct**

All of these statements are actions we should take when performing an internal content audit. Recording what we observe about our own content will help us to increase ranking and reach business goals.

3. Elements of a good domain level content strategy include:

2 / 2 points

- ☐ keywords  
☐ strong brand  
☐ blog content  
☒ All of these answers are correct  
☐ site has a central theme

✓ **Correct**

All of these elements contribute to a strong domain level strategy.

4. True or False: The four types of content are evergreen, trending, seasonal, and general.

2 / 2 points

- ☐ False  
☒ True

✓ **Correct**

These are the categories that will identify all of the content on your site.

5. True or False: Customers visiting a site where there is a call to action are more likely to perform that action.

2 / 2 points

- ☒ True  
☐ False

✓ **Correct**

This statement is true. The call to action is an important element.

6. True or False: The most important step in developing a site-wide strategy is identifying effective keywords.

2 / 2 points

- ☐ True  
☒ False

✓ **Correct**

While we have learned that identifying effective keywords is an important part of SEO, it is necessary to develop content that will also contribute to the overall site-wide strategy.

7. True or False: Placing valuable resource material in a sub-domain increases the main domain authority of a competitor's site.

2 / 2 points

- ☒ False  
☐ True

✓ **Correct**

From an SEO perspective, placing material and resources that may have real value in a sub-domain actually decreases the authority of the main domain.

8. What are things we should be paying attention to when doing an analysis of social signals? (Select all that apply.)

2 / 2 points

- ☒ Design content that invites more interaction, such as pinnable images.

✓ Correct

This is one idea we should be paying attention to and to learn others please revisit the video **What Kind of Content Will Resonate with Your Customers?**

- ☒ Analyze which are the most used sites.

✓ Correct

This is one idea we should be paying attention to and to learn others please revisit the video **What Kind of Content Will Resonate with Your Customers?**

- ☒ Add a call-to-action connecting target audiences to useful sites.

✓ Correct

This is one idea we should be paying attention to and to learn others please revisit the video **What Kind of Content Will Resonate with Your Customers?**

9. When conducting an internal content audit, it is best to start with data from the last:

2 / 2 points

- ☒ 6-months  
☐ 3-months  
☐ 2-weeks or newer  
☐ 12-months

✓ Correct

This is to ensure there is enough data to be meaningful, but not so much data as to overwhelm your audit.

10. **Mobile Massage** provides mobile massage services to local businesses for their employees. They are proud to offer massage services in a company's address during business hours. They believe in the power of massage on one's mind, body, and productivity level; thus consider themselves as an effective productivity partner. They have built a website, but seem to be falling short in increasing their customer base. What should they do to increase brand presence and build consumer trust and loyalty?

2 / 2 points

- ☒ Create a content strategy to optimize the content on the site.  
☐ Create more engaging content that can be shared with other consumers.  
☐ Provide discounts and incentives to new customers.  
☐ Hire outside content writers to develop generic content to attract a variety of users.

✓ Correct

Creating engaging shareable content is also a good idea, but it should actually be part of your content strategy plan. Having a plan to optimize your website's content not only will increase consumer trust and loyalty, but also bring more traffic to your site and build brand presence.