



Congratulations! You passed!

TO PASS 80% or higher

Keep Learning

GRADE
100%

Current SEO Best Practices

LATEST SUBMISSION GRADE

100%

1. In the context of this course and of SEO, what is an algorithm?

2 / 2 points

- ☐ A loose collection of rules applied manually to discourage certain SEO practices
- ☐ All of these describe an algorithm
- ☐ A set of standards put in place to penalize fraudulent or inappropriate websites
- ☐ A physical server system that stores and executes search commands based on specific criteria
- ☐ A purpose-built program used to "crawl" and index websites
- ☒ A piece of software designed to analyze content and determine where it displays in search

✓ **Correct**

When we refer to an algorithm in this course we're talking about the **piece of software used by search engines to analyze content and determine where it displays in search.**

2. Which of the following was not an algorithm update in the traditional sense? (Check all that apply.)

2 / 2 points

- ☐ Brandy
- ☐ Austin
- ☐ Florida
- ☒ Universal

✓ **Correct**

The Universal update is not an algorithm update so much as a change to how search results are categorized and displayed (results now show images, local results, and more).

- ☒ Panda

✓ **Correct**

The Panda update is not an algorithm update but had a huge impact on the Search Engine landscape.

3. SEOs have determined that Google uses over ____ ranking factors that go into ranking a website, and over ____ updates a year to their ranking and listing algorithms.

2 / 2 points

- ☐ 500, 1000
- ☐ 75, 60
- ☒ 200, 500
- ☐ 100, 200
- ☐ 50, 100

✓ **Correct**

SEOs currently estimate there to be over 200 ranking factors used by Google, and in a single year over 500 updates will have been made to their algorithms.

4. When dealing with algorithm penalties:

2 / 2 points

- ☐ All of the mentioned options are true
- ☐ One site can only be affected by one update at a time
- ☐ A site can be affected by multiple updates at once, but more severe penalties will override smaller penalties
- ☒ A site can be affected by multiple updates from multiple time periods if issues are left uncorrected
- ☐ A site can be affected by more than one update, but no more than two at once
- ☐ A site can be affected by multiple updates, but only if they occur near each other

✓ **Correct**

If a webmaster is not careful they can easily be penalized by multiple updates at a time, which can vastly reduce a website's ranking.

5. Once a manual penalty has been applied to your site, the only way to see any improvement in your rankings is to wait for the next round of algorithm updates.

2 / 2 points

- ☐ True
- ☒ False

✓ **Correct**

When a penalty is manually applied by the webspam team, a webmaster can file a reconsideration request after repairing the issue and ask the team to take another look and possibly lift the penalty.

6. Why do search engines need to adjust their algorithms frequently?

1 / 1 point

- ☐ All webmasters follow best practices when optimizing their websites for search engine ranking, and search engines need to make frequent updates to keep up with the latest best practices.
- ☒ Some webmasters over-optimize a site for a particular algorithm to increase the site's rank despite whether or not it is relevant.
- ☐ They want to ensure the authority of sites created without a clear SEO strategy.
- ☐ Search engines face penalties if they do not frequently update their algorithms.

✓ **Correct**

Search engines do need to make frequent updates to algorithms to counteract this "spammy" behavior of certain SEOs. Over-optimizing a site is not a good long-term strategy for an organization to take due to these frequent search engine updates.

7. What does Google's list of SEO best practices offer SEO professionals?

1 / 1 point

- ☐ It provides guidelines for how to trick search engines into ranking a website first for a particular topic
- ☐ It offers guidelines on how to ensure websites are over-optimized for search
- ☒ It offers guidelines on how to ensure websites are optimized for search
- ☐ It provides guidelines for deceptive SEO strategies

✓ **Correct**

Google provides SEOs with a list of best practices to help them ensure that their websites are optimized for search.

8. Which of the following "spammy" SEO practices did the Florida update target?

1 / 1 point

- ☐ Baiting users to their site with one product only to sell them a different product in the end
- ☐ Defining a site's neighborhood by linking to other related sites
- ☒ Repeating the same keyword in page title and on-page copy

✓ **Correct**

The Florida update aimed to make search engine results better for users by targeting websites that used the same text repeatedly in the site's backlink profile and repeating the same keyword in the page title and on-page copy.

- ☒ Use of the same text repeatedly in backlink profile

✓ **Correct**

The Florida update aimed to make search engine results better for users by targeting websites that used the same text repeatedly in the site's backlink profile and repeating the same keyword in the page title and on-page copy.

9. Which of the following statements is NOT true concerning the Panda update?

1 / 1 point

- ☐ It is not a one-time update. Panda updates continue to roll out from time to time.
- ☐ It was designed to prevent sites with low quality content from ranking well in search results
- ☐ Panda updates roll out gradually over several months
- ☒ It was a one-time update that eliminated low quality websites from ranking well in search results

✓ **Correct**

Panda is not a one-time update. It continues to roll out from time to time and now does so gradually over several months. It was designed to prevent low quality sites from ranking well in search results.

10. Which of the following are considered manipulative link practices? (Select all that apply.)

1 / 1 point

- ☒ Paid links

✓ **Correct**

Link networks, comment spam, aggressive exact match anchor text, and paid links are all considered manipulative link practices.

- ☒ Comment spam

✓ **Correct**

Link networks, comment spam, aggressive exact match anchor text, and paid links are all considered manipulative link practices.

- ☒ Link networks

✓ **Correct**

Link networks, comment spam, aggressive exact match anchor text, and paid links are all considered manipulative link practices.

- ☒ Aggressive exact match anchor text

✓ **Correct**

Link networks, comment spam, aggressive exact match anchor text, and paid links are all considered manipulative link practices.

11. What does Google's Link Disavow tool do?

1 / 1 point

- ☐ Rolls out the latest Penguin update to a site
- ☐ Allows website owners to remove their links to other sites

- ☐ Allows websites to remove links to high quality sites that boost a site's authority
- ☒ Allows website owners to remove spammy links

✓ Correct

Google created Link Disavow in response to the concern over the potential for "negative SEO", whereby an unethical SEO could create many spammy backlinks to a site to get that site penalized.

12. What is a "core algorithm update"?

1 / 1 point

- ☐ It permanently improves an existing algorithm by rewriting it entirely
- ☐ It temporarily weakens an existing algorithm by deleting the beginning of its code
- ☐ It temporarily improves an existing algorithm by replacing outdated parts
- ☒ It permanently improves an existing algorithm by replacing parts that are outdated

✓ Correct

Hummingbird is an example of a core algorithm update that aimed to improve usability by replacing parts of outdated algorithms to improve conversational search.

13. How was Google able to improve conversational searches with the Hummingbird update?

1 / 1 point

- ☐ It upgraded from recognizing just location to also recognize synonyms
- ☒ It upgraded from recognizing just synonyms to also recognizing context
- ☐ It upgraded from recognizing voices to also identifying intent
- ☐ It upgraded by distinguishing between sound and conversation

✓ Correct

To enhance conversational search, Google had to improve semantic search, which applied contextual meaning to queries to generate better results for users.

14. What types of sites had better visibility after the Pigeon update?

1 / 1 point

- ☐ Recipe aggregators
- ☒ Directories and restaurant guides
- ☐ Online taxi services
- ☐ Blogs and restaurant menus

✓ Correct

Pigeon improved the visibility of directories and restaurant guides by improving local search.

15. How did the Mobile update change search engine results?

1 / 1 point

- ☒ It began analyzing how mobile-friendly a site is when ranking mobile results
- ☐ It applied a penalty to any site without a mobile-friendly version for users
- ☐ It minimized the importance of having a mobile-friendly site for users
- ☐ It had a severe, negative impact on desktop search engine results for websites

✓ Correct

The mobile update did take into consideration the mobile-friendliness of a site when delivering mobile search results.