Name _____   Date_____

Part 1 SEO Terms

Instructions: Match the SEO term to the correct definition

Terms			
A. Authority	B. Domain Name	C. Subdomain	D. Ranking Factor
E. Alt Text	F. Meta Description	G. Content	

Definitions

_F_1. Description of a page that tells search engines what the page is all about.

_C_2. A smaller section of a domain that search engines treat as a unique URL.

_E_3. Description of a graphic that tells search engines what the image or video is all about.

_A_4. How much trust a site has for a particular keyword or search query, typically built through related backlinks from quality sites.

_D_5. Signals search engines consider when determining a website's authority and relevance to a particular search query.

Part 2 Scenarios

Instructions: Select the best answer to the following scenarios.

Scenario 1:

Larissa does search marketing for a PC computer company. PC computer's main competitor is Mac computers. Consequentially, Mac-related keywords take a lot of search volume away from PC-related terms. Larissa wants to capture some of the search volume for Mac related terms to bring traffic to her site.

Question 1: What should Larissa do?

    A. Create a landing page about Mac computers on her site that will automatically redirect to another page about PC computers.

    B. Include lists of Mac-related keywords that match the background color of one of her landing pages. That way Google's spiders will see the Mac keywords and boost the rank of the page but the visitors will not.

    C. Write a quality comparison article about the pros and cons of a Mac vs PC to include on the site, and be sure to include relevant keywords.

Answer: C

Question 2: Larissa does a competitive analysis and creates a list of websites that are linking to Mac websites. What should she do with this list?

A. Narrow down the list and select the highest domain authority websites to reach out to and offer to pay them for a link to her website.

B. Narrow down the list and select the websites with a comment or forum discussion. She should leave comments linking back to her website, informing readers PCs are better.

C. Narrow down the list and select the highest domain authority websites to offer a great piece of content she's written on Macs vs PCs that will interest their readers.

Answer C

Scenario 2:

Kevin owns a movie review website. He recently got a message in Google Webmaster's tool that his site was flagged for suspicious backlinks.

Question 1: Which tool should Kevin use to identify questionable backlinks to his site?

A. Google Analytics

B. SEMrush

C. Ahrefs

D. Screaming Frog

Answer: C & D

Question 2: When Kevin does discover the origin of the poor quality backlinks, what should his next steps be?

A. Kevin should remove the links from his website immediately. He should then reach out to any poor quality sites that are linking to him, requesting that they remove the links or make them no-follow. Then he should write a reconsideration request to Google, notifying them that the issue has been resolved.

B. Kevin should notify Google that he is looking into the issue and will resolve it as soon as possible. He should then remove the poor quality links from his website and reach out to sites that are linking to him, requesting that they remove the links and make them no-follow.

C. Kevin should notify Google that he is looking into the issue and will resolve it as soon as possible. He should then reach out to any poor quality sites that are linking to him, requesting that they remove the links or make them no-follow. Kevin should also remove the links from his website immediately.

Answer: A