**Digital Marketing: Strategy & Tactics**

**Chapter 2: Search Marketing – Search Engine Optimization**

**MULTIPLE CHOICE**

1. What does SEO stand for?

|  |  |
| --- | --- |
| a. | Search Engine Operations |
| b. | Strategic Engine Optimization |
| c. | Search Engine Optimization |
| d. | Nothing, it’s a word. |

**ANS:** C

**Notes:** Search Engine Optimization is using strategies to increase natural or organic search rankings.

1. How much does SEO cost?

|  |  |
| --- | --- |
| a. | It’s free. |
| b. | You pay per click (PPC). |
| c. | You pay a flat fee to Google. |
| d. | You have to create the content, but the clicks are free. |

**ANS:** D

**Notes:** The cost of SEO is the cost of the labor to create and optimize the content—not per click, different from PPC ads.

1. How does Google know what to show on a search results page?

|  |  |
| --- | --- |
| a. | Google tracks you and knows what sites you visit. |
| b. | It shows the most heavily-trafficked websites. |
| c. | It uses a complex algorithm to match what the user types in as a search to the right results. |
| d. | It depends on who pays the most. |

**ANS:** C

**Notes:** Google’s algorithm takes the user’s search query and matches it to hundreds of factors, especially the content of a page and the reverse link popularity.

1. Which of the following is not a search engine?

|  |  |
| --- | --- |
| a. | Google |
| b. | Baidu |
| c. | Amazon |
| d. | Bing |

**ANS:** C

**Notes:** Amazon has search functionality and is more and more important as a starting point for consumers, but it’s not a search engine.

1. How does Google know if a keyword on a page might be important?

|  |  |
| --- | --- |
| a. | It’s bolded. |
| b. | It’s in a bigger font. |
| c. | It’s in a bulleted list. |
| d. | All of the above |

**ANS:** D

**Notes:** Google uses metadata such as formatting, proximity to the top, and many other factors to algorithmically figure out the most important keywords on a page.

1. What is the biggest search engine in the world?

|  |  |
| --- | --- |
| a. | Amazon |
| b. | Facebook |
| c. | Google |
| d. | Bing |

**ANS:** C

**Notes:** Google is the largest in the world and YouTube is number 2 although certain countries have local leaders.

1. What is a “black hat” SEO technique?

|  |  |
| --- | --- |
| a. | Keyword stuffing |
| b. | Creating content about popular topics |
| c. | Buying links to your page |
| d. | A and C |

**ANS:** D

**Notes:** Creating content is fine but stuffing irrelevant keywords on a page or buying links is a bad practice and will be penalized when caught.

**SHORT ANSWER**

1. Explain why relevance is so important for search engine results pages.

**ANS:** Relevance means searchers find what they are looking for quickly. If not, they will use another search engine or just won’t come back.

**Notes:** Relevant search results are why users come back to Google again and again, and they can show ads and make money.

1. What is the role of keywords in SEO?

**ANS:** Google indexes content and determines what a page is about based on the keywords. More advanced answers will discuss “on page” factors like formatting.

**Notes:** The role of content in strategic SEO is the deeper point here.

1. How do links impact search rankings?

**ANS:** Google determines a page’s importance on a topic in part by reverse link popularity—how many pages on that topic link back to your page. More advanced answers will discuss “off page” strategies like link building.

**Notes:** The deeper point is about link building to quality content as critical to ranking.