

SEO Exam: Keywords

Keywords are fundamental to Search Engine Optimization. This exam measures -

- your knowledge of how to determine keywords
- how to think about keyword relationships
- and how to organize your keyword worksheet.

It takes about fifteen minutes! Let's get started!

Keyword Theory

1. Keywords are fundamental to the SEO process. Of the following statements, which is TRUE and which is FALSE?

	True	False	Indeterminate
Keywords are important because search engines read images.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Keywords are important but so is the geographical location of the searcher, especially with respect to Google Local.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keywords are important because they heavily influence the Google Search Results.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keywords are important because they BEGIN the search process as customers type them into Google.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keywords are no longer important, because search engines like Google now ignore the META KEYWORDS tag.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Misspellings, synonyms, and closely related keywords are NOT important to SEO because Google recognizes keywords and related misspellings, synonyms, and closely related keywords.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

2. Keywords are often compared in terms of "search volume" and the "value" to you, as a company competing to get to the top of Google for free. Which of the following statements describes the BEST STRATEGY to identify target keywords for your company?

- ☒ I want to choose keyword phrases that uniquely touch upon my company's "unique value proposition" AND have reasonable volumes by my customers.
- ☐ I want to choose keywords that are high value to me regardless of search volume.
- ☐ I want to choose the keywords that have the highest search volume.

3. The 'long tail' refers to keywords that are not high volume but are high in terms of word count and specificity. Rate the following statements about the 'long tail' in terms of true or false.

	True	False	Indeterminate
Long tail keywords tend to have higher cost-per-click bids than core keywords.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Long tail keyword searches are not important for SEO.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Long tail keywords have less volume than core keywords searches.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long tail keyword searches contain more than one or two words.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long tail keyword searches are 'hidden gems' if they match your company's unique value proposition.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Keywords: Discovery

4. Which of the following should you do as part of Keyword Discovery? *Check all that apply.*

- ☒ Ask existing customers how they "found you" by search words.
- ☒ Use the primary Google Keyword Tool to look at volume vs. value
- ☒ Use the Google Wonder Wheel.
- ☒ Use the ~ command on Google to investigate synonyms.
- ☒ Brainstorm your keywords on paper.
- ☒ Use KeywordSpy.com
- ☐ Use **ONLY** your Google Analytics search logs for keywords, as that tool has all the keywords you ever need.
- ☒ Do informal surveys of your friends, family, coworkers.

5. You want to 'reverse engineer' your competitors keywords. Which of the following are good ways to 'reverse engineer' your competitors' keywords?

- ☒ Plugging their home page into the primary Google Keyword tool to spider it.
- ☐ Look at 'Related Searches' in Google for searches where you see your competitor show up.
- ☐ Use the Wonder Wheel and pop in some general search terms.
- ☒ Using Keywordsby.com to put their domain in.
- ☒ Go to their website, and **View**, the HTML **Source**, looking at the TITLE, META KEYWORDS, and META DESCRIPTION tab.

Keyword Worksheet

6. Your keyword worksheet should organize your keywords into keyword families. Which of the following is NOT an accurate statement of your keyword worksheet?

- ☐ Your keyword worksheet should organize your keywords into 'core keywords' plus 'helper keywords.'
- ☐ Your keyword worksheet should identify negative keywords.
- ☐ Your keyword worksheet should identify close competitors based on Google searches.
- ☐ Your keyword worksheet should have search volume, where possible.
- ☐ Helper keywords are often 'geographics' like 'San Francisco,' 'Bay Area,' or 'San Jose.'
- ☒ Your keyword worksheet begins with your Google Analytics log data for keywords.