

Landing page or Campaign Page setup

1. What must you take into account to ensure your structure is simple?

Shorter and simpler words, avoiding complex phrases.

2. What makes a headline compelling?

It must be concrete, specific and promising, eliminate pain and ambiguity allowing for immediate identification.

3. How do you create your content value upfront?

Bulleted sentences make skimming a page easy and shortness allows for a quicker focus on what is important.

4. What is more important, presenting immediately your sales pitch or other peoples reviews about your product? And why?

Other peoples' reviews are believable than a sales pitch...blowing your own trumpet is less influential

5. Your Call To Action on your landing page requires positive determiners. What is meant by this?

The use of YOU, expresses belonging or possession making the reader feel they are being addressed directly and then the use of other determiners such as his, hers, yours, my, in a CTA will address the users' perspective prompting them to click. Another determiner is ensuring the colours are consistent with your logo and that the click buttons stand out

6. How do you limit the choices on your landing page?

Have desirable outcomes, be direct, don't confuse the visitor

7. What are the three traditional platform layouts one needs to consider when optimizing your landing page?

Desktop, tablet and mobile.

8. Where is the most effective place to put your CTA button on your page?

On the fold of the first page before scrolling down, encouraging early decision making

9. How do you design a product for someone you don't know?

Identify what they need, i.e. acknowledgement, what's in it for them and how it will solve their problem clearly offer a solution

10. What is the purpose of the use of client logos on a landing page?

Trust an indirect use of authorization and collaboration.

11. What are some Negative elements that should be removed from a landing page and why?

Other navigational elements e.g. social media links, home page buttons, unless they impact conversion.

12. What is another option to words on your page?

Images that show the benefits or actions to be taken often speak louder than descriptors.

13. How do you create an urgency and why?

A promotional timeline expiry date, or a bidding period. This acts as a prompt for people to act.

14. Why are live chats beneficial?

They make the conversion experience real, removes anxiety and it's the point of least resistance in the overall user experience.

15. What layout optimizes the landing page?

Follow the web reading design pattern where the human eye reads from left to right in a Z PATTERN

Basic Search Engine Understanding

* **Yes or No?** Are Yahoo and Bing's combined search engine market share at least equal to, or greater than, half of Google's Marketshare?

- Yes
- No

StatCounter Global Stats reports the top 5 search engines sending traffic worldwide:

- Google sends 90.62% of traffic.
- Yahoo! sends 3.78% of traffic.
- Bing sends 3.72% of traffic.
- Ask Jeeves sends .36% of traffic.
- Baidu sends .35% of traffic.

* **Choose one answer.** What are the three types of search queries people generally make?

- Transactional, Informational & Navigational Queries
- Curious, Questionable & Fake News Queries
- Inquisitive, Purposeful & Random Queries

There are three types of search queries people generally make:

- (Do) Transactional Queries: I want to do something, such as buy a plane ticket or listen to a song.

- (Know) Informational Queries: I need information, such as the name of a band or the best restaurant in New York City.
- (Go) Navigation Queries: I want to go to a particular place on the Internet, such as Facebook or the homepage of the NFL.

When visitors type a query into a search box and land on your site, will they be satisfied with what they find? This is the primary question that search engines try to answer billions of times each day. The primary responsibility of search engines is to serve relevant results to their users. So ask yourself what your target customers are looking for and make sure your site delivers it to them.

*** True or False?** Search engines typically assume that the more popular a site, page, or document, the more valuable the information it contains must be.

- True
- False

To a search engine, relevance means more than finding a page with the right words. In the early days of the web, search engines didn't go much further than this simplistic step, and search results were of limited value.

Over the years, smart engineers have devised better ways to match results to searchers' queries. Today, hundreds of factors influence relevance, and links are used to help determine popularity.

Search engines typically assume that the more popular a site, page, or document, the more valuable the information it contains must be. This assumption has proven fairly successful in terms of user satisfaction with search results.

* **Fill in the blanks.** It is both _____ and _____ that the process of SEO is meant to influence?

- relevance and popularity
- relevance and competition
- competition and popularity

Search engines are answer machines. When a person performs an online search, the search engine scours its corpus of billions of documents and does two things:

- First, it returns only those results that are relevant or useful to the query of the searcher.
- Second, it ranks those results according to the popularity of the websites serving the information.

It is both relevance and popularity that the process of SEO is meant to influence.

Keywords

* **Select all that apply.** Keyword research allows you to _____.

- determine which keywords to target
- learn about your customers interests
- remove pages from search engine indexes

By researching your market's keyword demand, you can not only learn which terms and phrases to target with SEO, but also learn more about your customers as a whole.

* **Choose the best answer:** Understanding which websites already rank for your keyword gives you _____.

- valuable insight into the competition and how hard it will be to rank for the keyword.
- the ability to remove their page from search engine results pages.
- valuable insight into whether your page should be indexed or not.
- All of the above.

* **Choose the best answer:** When researching keywords, what questions should you ask yourself?

- Is the keyword relevant to your website's content?
- Will searchers find what they are looking for on your site when they search using these keywords?
- Will they be happy with what they find?
- Will this traffic result in financial rewards or other organizational goals?
- All of the above.

True or False? Long tail keywords often convert better.

- False
- True

Long tail keywords often convert better, because they catch people later in the buying/conversion cycle. A person searching for "shoes" is probably browsing, and not ready to buy. On the other hand, someone searching for "best price on Air Jordan size 12" practically has their wallet out!

On-Page Optimization

On-Page Optimization

* **Yes or No?** Do "uncommon terms" make it difficult for search engines to match search queries to content?

- Yes
- No

Text that is not written in the common terms that people use to search makes it more difficult for search engines to match search queries to content. For example, writing about "food cooling units" when people actually search for "refrigerators."

* **Choose the best answer:** One of the best ways to optimize a page's rankings is to ensure that the keywords you want to rank for are prominently used in _____.

- the editorial calendar.
- titles, text, and metadata.
- navigation elements of the site.

One of the best ways to optimize a page's rankings is to ensure that the keywords you want to rank for are prominently used in titles, text, and metadata. These are where search engines look for descriptive words that will help them to determine what keywords to rank your web page(s) for.

* **Yes or No?** Should you use the keyword(s), that you're optimizing a web page to target, as the anchor text for a link pointing to a different page?

- No
- Yes

No. You should generally not use keywords in link anchor text pointing to other pages on your site. This is known as *keyword cannibalization*.

*** Choose the best answer:** How should you use keywords in the body (paragraph) content of your web page?

- At least two or three times, including variations, without overdoing it.
- At least once per paragraph.
- None. Using keywords in the body content doesn't improve optimization.

At least two or three times, including variations, in the body copy on the page. Perhaps a few more times if there is a lot of text content. You may find additional value in using the keyword or variations more than this, but in our experience adding more instances of a term or phrase tends to have little or no impact on rankings.

Link Building

*** True or False?** Gaining links (to a page on your site) from pages that already rank in search engines for a particular keyword (that your page is targeting) can help your page rank higher for that particular keyword.

- False
- True

True! One of the best ways to determine how highly a search engine values a given page is to search for some of the keywords and phrases that page targets (particularly those in the title tag and headline). For example, if you are trying to rank for the phrase "dog kennel," earning links from pages that already rank for this phrase would help significantly.

* **True or False?** Through links, search engines can analyze the popularity of websites and pages based on the number and popularity of pages linking to them, but NOT metrics like trust, spam, and authority.

- False
- True

Search engines can do all of these things! They can not only analyze the popularity websites and pages based on the number and popularity of pages linking to them, but ALSO metrics like trust, spam, and authority.

* **Select all that apply.** Which of the following are examples of good link building strategies?

- Purchase links on websites.
- Build a company blog; make it a valuable, informative, and entertaining resource.
- Be newsworthy.
- Create content that inspires viral sharing and natural linking.

All of these except "purchasing links" are good strategies for attracting and building links to your website. Websites caught buying links or participating in link schemes risk severe penalties that can severely drop their search engine rankings, primarily with Google.

* **Fill in the blank:** The purpose of link building is _____ about search engine rankings.

- never
- soley
- partly

Link building should never be solely about search engines. Links that send high amounts of direct click-through traffic not only tend to provide better search engine value for rankings, but also send targeted, valuable visitors to your site (the basic goal of all Internet marketing).

Technical SEO

* **Yes or No?** Can duplicate versions of the same page lead to problems with search engine crawling and indexing?

- Yes
- No

Websites using a CMS (Content Management System) often create duplicate versions of the same page; this is a major problem for search engines looking for completely original content.

* **True or False?** Sitemaps do NOT help search engines find and classify content on your site that they may not have found on their own.

- False
- True

Think of a sitemap as a list of files that give hints to the search engines on how they can crawl your website. Sitemaps help search engines find and classify content on your site that they may not have found on their own. Sitemaps also come in a variety of formats and can highlight many different types of content, including video, images, news, and mobile.

* **True or False?** The robots.txt file gives instructions to automated web crawlers visiting your site, including search crawlers.

- False
- True

The robots.txt file is a file stored on a website's root directory (e.g., www.google.com/robots.txt). The robots.txt file gives instructions to automated web crawlers visiting your site, including search crawlers.

By using robots.txt, webmasters can indicate to search engines which areas of a site they would like to disallow bots from crawling, as well as indicate the locations of sitemap files and crawl-delay parameters.

* **True or False?** If you apply a "noindex, follow" meta robots tag to the of a web page, it will be excluded from search engine indexes and search bots will NOT follow the links on the page.

- True
- False

Index/noindex tells the engines whether the page should be crawled and kept in the engines' index for retrieval. If you opt to use "noindex," the page will be excluded from the index. By default, search engines assume they can index all pages, so using the "index" value is generally unnecessary.

Follow/nofollow tells the engines whether links on the page should be crawled. If you elect to employ "nofollow," the engines will disregard the links on the page for discovery, ranking purposes, or both.