



## Expert Session Quiz

**Expert: Duane Forrester**

**Title:** Learn the Basics of SEO

1. True or False: SEO doesn't cost any money
  - a. True
  - b. False
  
2. How do searchers take in the information on a search engine results page?
  - a. Read every line from left to right like a book
  - b. They automatically click on the first result
  - c. Scan the page from left to right
  - d. Scan the page from the top to the bottom
  
3. List three of the 12 things to know about SEO.
  
4. Search engines respond to unique \_\_\_\_\_.
  - a. Content
  - b. Meta descriptions
  - c. Title tags
  - d. Domain names
  
5. Why is it important to have a "clean" domain?
  - a. Search engines like the look of a clean domain
  - b. So your website isn't penalized for your domain name being used as spam in the past
  - c. It is important for your domain name to be easily read and remembered
  - d. Search engines like clean and simple domain names
  
6. When going mobile, make sure you use what kind of design?
  - a. Clean design
  - b. Responsive design
  - c. Reactive design
  - d. Mobile design
  
7. Short essay, 3 to 4 sentences. Explain how Search continues to evolve.
  
8. According to Duane, what is the number one most important thing to focus on for SEO?
  - a. Social Media
  - b. User experience
  - c. Link building
  - d. Content

9. What tool does Duane use to publish content on his social media sites?
  - a. Feedly
  - b. Buffer
  - c. Hootsuite
  - d. Hurley
  
10. What question would you ask the presenter?