



Expert Session Quiz

Expert: Perrin Carrol

Title: Getting it Right with Keyword Research

1. Define Page Authority:
2. Fill in the blank. Not all keywords are created _____
3. Why is keyword research so hard?
 - a. It's very subjective
 - b. There is a learning curve
 - c. There are things we don't understand about the google algorithm
 - d. All of the above
4. Which of these is not an indicator of good keyword?
 - a. Worthy of a piece of content
 - b. Has a very high volume of monthly searches
 - c. Targets a specific type of visitor
 - d. Already competitors in the SERP for the keyword
5. True or False. It is better to go after a set of keywords instead of one keyword.
 - a. True
 - b. False
6. Describe what a long tail keyword is:
7. Which of these is not an example of a keyword modifier?
 - a. Best...
 - b. ...review
 - c. Cheap...
 - d. Yes...
8. What can you do to maintain your high organic ranking?
 - a. Add more content to your pages or articles every so often
 - b. Do nothing
 - c. Add pictures
 - d. Add more keywords
9. How do you target searchers with the intent you need?
 - a. Use general keywords

- b. Use modifiers with the intent you are looking for
- c. You can't target a specific searcher's intent
- d. Don't worry about intent, only focus on search volume

10. What question would you ask the presenter?