



Expert Session Quiz

Expert: George Do

Title: Keyword Research 101

1. What's the first thing you should do before you start doing keyword research?
 - a. Think about what you're trying to achieve
 - b. Purchase a keyword research tool
 - c. Write 250 words before doing any initial research
 - d. None of the above
2. Which is one of the four stages of the consumer-thinking process?
 - a. Loyalty
 - b. Consideration
 - c. Research
 - d. All of the above
3. Which doesn't describe a seed keyword?
 - a. Something broad and relatively simple
 - b. A longtail keyword
 - c. Your product
 - d. Something you can find competitors and influencers in your niche
4. When setting up an ecommerce shop, which stage of the searcher's intent should you focus?
 - a. Loyalty
 - b. Checkout
 - c. Purchase
 - d. None of the above
5. True or False. When performing keyword research, you should target big sites like Amazon.com?
 - a. True
 - b. False
6. True or False. Typically, with larger ecommerce sites you won't see the exact targeted keyword in the URL.
 - a. True

- b. False
7. Google is in the business of
- a. selling real estate
 - b. providing results that satisfy a user's query
 - c. manage ad spend
 - d. none of the above
8. George suggests using a question/answer website like _____ to find different variations or features of a product for more keywords.
- a. Bezzera.com
 - b. Amazon.com
 - c. Reddit.com
 - d. All of the above
9. After you have a seed keyword picked out, what should your next step be?
- a. Start building backlinks to your website
 - b. Run pay-per-click ads to your website
 - c. Sell your website
 - d. Expand your seed keyword into lists of longer tail, more targeted keywords
10. True or False. Using Google's and Amazon's auto suggest search box is a good way of finding additional keywords.
- a. True
 - b. False