



Expert Session Quiz

Expert: George Do

Title: Keyword research 101

1. The Google Adwords Keyword Tool is the best free tool available?
 - a. True
 - b. False

2. What is keyword volume?
 - a. How hard it is to rank for a certain keyword in Google
 - b. How much money you would make if you were ranking in the number 1 spot for a keyword
 - c. The number of people searching for a search term
 - d. The number of competitors using that same search term

3. Does Long Tail Pro cover all of the following: keyword relevance, keyword volume, keyword competitiveness, and keyword profitability?
 - a. True
 - b. False

4. It is important to try and rank for other companies brand names.
 - a. True
 - b. False

5. For users of Long Tail Pro who are just starting out they should target keywords with a competitiveness of?
 - a. Lower than 35
 - b. Lower than 40
 - c. Lower than 100
 - d. Lower than 70

6. What was the product George focused on?
 - a. Jackets
 - b. Trekking Pole
 - c. Camera

- d. Backpack
7. Trust flow measures the following.
- a. The most popular pages
 - b. The fastest way to reach the page
 - c. How trusted the page is
 - d. Authoritative links to a page
8. What does citation flow measure?
- a. How many links in general there are to a page
 - b. Authoritative links to a page
 - c. What countries the page is appearing in
 - d. How much revenue the page is producing
9. Trust flow and citation flow are both SEO metrics?
- a. True
 - b. False
10. Mozbar and SEOquake are both free alternatives to Long Tail Pro?
- a. True
 - b. False