



## Expert Session Quiz

**Expert:** Benjamin Beck

**Title:** Introduction to SEO

1. How is ranking different when comparing PPC vs SEO?
  - a. Your PPC ad can rank number 1 in one day
  - b. SEO takes more time and resources to get high rankings in the serp
  - c. Both a and b are correct
  - d. None of the above
  
2. Is PPC or SEO more measurable and quantifiable?
  - a. PPC
  - b. SEO
  
3. What are the three main areas for getting good organic rankings?
  - a. On-Site, off-site, and PPC
  - b. PPC, SEO, and off-site
  - c. PPC, SEO, and on-site
  - d. Off-site, on-site, and picking keywords
  
4. What is the first stage of the purchase funnel?
  - a. Discover
  - b. Research
  - c. Compare
  - d. Purchase
  
5. What two stages of the purchase funnel should we target to get the most conversions?
  - a. Discover and compare
  - b. Compare and purchase
  - c. Research and purchase
  - d. Discover and research
  
6. Focus on battles that you can \_\_\_\_\_.

- a. Fight
- b. Win
- c. Keep
- d. Take

7. How many keywords should you focus on per page?

- a. 1-2
- b. 1-3
- c. 1-4
- d. 1-5

8. Links to your page are like \_\_\_\_\_?

- a. Link juice
- b. Good
- c. Bad
- d. Votes

9. How do links to your site help you?

- a. It only gives you more traffic
- b. They don't help
- c. Helps build your site authority to rank higher in serps
- d. It helps with your content

10. What question would you ask the presenter?