

## EXPERT SESSION QUIZ

Title: **SEO, Social Media, & Content Marketing for Profit**

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1. What sits at the center of the digital landscape?
  - a. website
  - b. social media
  - c. content
  - d. Google
  
2. Owned media, paid media, and earned media are types of channels or platforms that help do what?
  - a. generate conversions
  - b. create a digital marketing plan
  - c. drive traffic to the website
  - d. generate content
  
3. Informational, navigational, and transactional are three reasons people do what?
  - a. use search
  - b. use social media
  - c. write blogs
  - d. use Twitter
  
4. Search speeds up the decision-making process, particularly when it comes to \_\_\_\_\_ reasons for search
  - a. Informational
  - b. Transactional
  - c. navigational
  - d. promotional
  
5. \_\_\_\_\_ is a great place to start on-site SEO because it identifies the most popular terms.
  - a. Google's homepage
  - b. Google Display Ad Planner
  - c. Salesforce Marketing Cloud
  - d. Google Ads Keyword Planner

6. Consumers are no longer searching for “headphones” but want to know the “best headphones” and therefore want “best,” “biggest” and “fastest” in the search results. As a result, they want the \_\_\_\_\_ to do the work for them.
- Websites
  - Keywords
  - social media
  - display ads
7. Because consumers are modifying searches to get content that is more relevant, it's a good idea to incorporate \_\_\_\_\_ into our content.
- Keywords
  - the year
  - blogs
  - product descriptions
8. People are starting to type in whole questions rather than specific words, which leads credence to having \_\_\_\_\_ that have this as a post rather than spend money on a keyword.
- social media
  - display ads
  - corporate blogs
  - landing pages
9. \_\_\_\_\_ is a tool one can use to determine how many links are pointing to your site in terms of quality and quantity, as well as how strong your collection of links are compared to your competitors who are ranking ahead of you. It could also be used to identify any harmful links that may be damaging your credibility.
- OpenSiteExplorer.org
  - Salesforce Marketing Cloud
  - Google Ads Keyword Planner
  - H1 Tag
10. One mistake that websites often make is having a lot of pages with the exact same keywords. This is known as \_\_\_\_\_.
- double dipping
  - duplicate content
  - keyword stuffing
  - multiplexing
11. If you have developed perfect optimization but have no site authority, what action should you take?
- change keywords
  - change keyword bids
  - update content
  - acquire links

12. According to Scott Cowley, very little commerce happens on \_\_\_\_\_.  
a. social networks  
b. Websites  
c. Google Ads  
d. mobile devices
13. According to the presenter, what's happening in social media marketing centers around two main activities. What are they?  
a. building communities and generating likes  
b. generating likes and driving traffic  
c. building communities and driving traffic  
d. generating likes and sending tweets
14. According to the presenter, building an online community through social media represents a great source for \_\_\_\_\_.  
a. competitive advantage  
b. generating income  
c. brand building  
d. creating awareness
15. The first step in community engagement is \_\_\_\_\_.  
a. content development  
b. community growth  
c. traffic growth  
d. revenue growth
16. According to Cowley, \_\_\_\_\_ is a source of competitive advantage if it's used to grow and engage brand communities.  
a. social media  
b. SEO  
c. display advertising  
d. content marketing
17. What percent of consumers enjoy reading content created by brands?  
a. 50%  
b. 60%  
c. 70%  
d. 82%

18. What percent of consumers feel more positive about a company after reading custom content?

- a. 82%
- b. 66%
- c. 95%
- d. 70%

19. What percent of consumers feel closer to a company as a result of content Marketing?

- a. 60%
- b. 82%
- c. 56%
- d. 70%

20. Content marketing in a B2B context has to do with \_\_\_\_\_ and driving people to the website to fill out forms.

- a. lead generation
- b. brand engagement
- c. increasing awareness
- d. educating customers

21. If consumers are engaging with that content on a website, they're much more likely to consider a company's \_\_\_\_\_, and will therefore consider other information on a sidebar of a website.

- a. Logo
- b. value proposition
- c. brand
- d. social media

22. To do a good job of integrating channels, a company must integrate content with \_\_\_\_\_.

- a. digital advertising
- b. corporate blogs
- c. landing page optimization
- d. actual profit-driving cycles

23. Content strategy comes down to what one word?

- a. Aggressive
- b. Blogs
- c. advantage
- d. social media