



## Expert Session Quiz

**Expert:** Mitch Causey

**Title:** How to Use Search Intent to Get Results from SEO

1. Why is it important to consider search intent when doing SEO, according to Mitch?
2. What is Mitch's recommendation for whom you should target with your SEO?
  - A. Only focus on people who are ready to buy now.
  - B. Focus on qualified and unqualified buyers.
  - C. Generate as much traffic as possible.
  - D. Find a balance of relatively high traffic and motivated buyers.
3. What does ACE stand for?
  - A. Architecture, Content, Endorsements
  - B. Art, Content, Endorsements
  - C. Architecture, Creativity, Enlightenment
  - D. Art, Creativity, Ego
4. What is the problem with marketing teams focusing on creativity?
  - A. Executives favor numbers over creativity.
  - B. Too much time is spent "brainstorming" and not enough time is spent creating.
  - C. They create things that no one cares about.
  - D. They wear too many plaid shirts and dye their hair strange colors.
5. Which types of content does Mitch suggest using for the top of the purchase-intent funnel?
  - A. Definitions, tips, and ideas
  - B. Incentives
  - C. Differentiation, comparisons
  - D. Celebrity hit pieces
6. What does Mitch Recommend doing with the keywords you get from Keyword Planner?
  - A. Read them with your team and conduct a brainstorming session.
  - B. Organize them based on searcher demographics.
  - C. Organize them based on popularity.
  - D. Organize them based on searcher intent.
7. Where would a search phrase such as "dslr for beginners" fall in the purchase-intent funnel?
  - A. Bottom
  - B. Top
  - C. Middle
  - D. Between the top and middle

8. Where would the search phrase “lessly vs. zunos” fall in the purchase intent funnel?
- A. Top
  - B. Middle
  - C. Bottom
  - D. Started from the bottom, now it’s here.
9. What is X in the following equation?  $\text{Intent} + X = \text{Success}$
- A. Traffic
  - B. Purchase-ready
  - C. Volume
  - D. Cash
10. Which of the following pieces of content were more successful in generating leads for Lessonly?
- A. Training Plan Template\*
  - B. Buyer’s Guide
  - C. “Training Day: A complete guide to turning employees into rockstars.”
  - D. Self-performance Review Blog Post

