

EXPERT SESSION QUIZ

Title: **Off-Site SEO: Leveraging Content Marketing for Link Building**

Name: **Ivey O'Neal**

1. Which of the following is a benefit of content marketing?
 - a. Generates site visits
 - b. Establishes brand identity
 - c. Creates backlinks to your site
 - d. All of the above

2. The more unique and helpful your content is, the _____.
 - a. More people will visit the page on your site
 - b. More products you will sell
 - c. Higher the quality of leads you will get
 - d. More resources you'll have to reach out with

3. Backlinks are a huge driver for _____.
 - a. Sales
 - b. Page Visits
 - c. Rankings
 - d. Clicks

4. True or False: Users don't like content that they can personalize or tailor to themselves.
 - a. True
 - b. False

5. True or False: Data-driven content will help you acquire backlinks and shares.
 - a. True
 - b. False

6. Which of the following is NOT one of the six things that makes a piece of content marketable?
 - a. It has a hook.
 - b. It has several backlinks.
 - c. It provides unique value to the user.
 - d. It includes data.

7. What does Ivey suggest using to promote content? Select all that apply.
 - a. Social media
 - b. Google Ads

- c. Email
- d. Facebook Ads

8. Fill in the blank: Content marketing can be tricky, so you must be willing to _____ and try many different _____.

- a. Try; strategies
- b. Fail; approaches
- c. Fail; strategies
- d. Try; approaches

9. Which of the following questions should you ask yourself to create innovative content?

- a. How can I sell this piece of content to businesses?
- b. What can I do that my competitors aren't doing?
- c. How many pieces of content can I make in a day?
- d. Who will see my content?

10. True or False: Getting expert feedback is a good way to understand what content your audience wants to see.

- a. True
- b. False