

Lesson 3: SEO Do's and Don't's Quiz

Question 1: Which of the following would be a white hat approach to obtaining a quality backlink?

- A. Writing a blog post that includes a link to your website, and doing outreach to other bloggers to get it featured on a site, free of charge.
- B. Rewriting a competitor's blog post (but better), and doing outreach to other bloggers to get it featured on a site, free of charge.
- C. Writing a blog post and doing outreach to other bloggers to get it featured on a site, for a charge of \$50.

(Answer: A)

Question 2: Finding relevant blogs with DoFollow links allowed in the comment section, and commenting with a link to your landing page is an example of Comment Spamming.

- A. True: commenting only to leave a link is wrong.
- B. False: commenting and leaving a helpful link is totally OK!

(Answer: A – Comment links are considered poor quality links. As a result, you shouldn't try to get them at all.)

Question 3: John writes a quality blog post and reaches out to bloggers to feature the post on their site. One of the bloggers accepts, offering a DoFollow link at a cost of \$50. Is this an example of Link Buying?

- A. No: if it's a well-written blog post on a quality site, it's totally fair!
- B. Yes: If you pay for a link, you are buying a link.

(Answer: B. As a rule of thumb, if it costs you money it's probably black hat and would be considered to be a link buying scheme – no matter the domain authority.)

Question 4: Shelby suspects that the landing page she optimized for the term "wedding gowns" was not ranking as well because the keyword wasn't used enough on the page. Shelby also feels that using the keyword more would sound unnatural to the reader. What should Shelby do?

- A. Include the keyword "wedding gowns" in blank areas of the page, matching the background color. That way, the Google bots will see the keywords and the page won't read poorly for users.
- B. Research related terms to "wedding gowns" and include them in the copy.
- C. Either choice is fair game, as long as the rankings improve.

(Answer: B. Hiding text on a page is always breaking the rules in Google's eyes. Google bots are getting "smarter" and will recognize synonyms of your keywords, so no need to fret!)

Question 5: Dennis created a new landing page and needs backlinks pointing to it. He reaches out to partner companies and agrees to include a list of links to their products at the bottom of his landing page in exchange for links to his. Is this a good idea?

- A. Yes, as long as the products being linked to are relevant to Dennis' target audience.

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B. No, a high number of outbound links on a page is almost always spammy.

(Answer: B)