Questions answered incorrectly:

- All of the following are attributes of a content creation workflow EXCEPT:

Questions answered correctly:

- True or false? A benefit of organic content promotion is the ability to develop and deliver highly targeted content to consumers who will find the content most relevant.
- True or false? Your content creation framework should stay consistent over time.
- What can you do to make a headline more compelling?
- Fill in the blank: When creating a headline for your content, you should come up with _____ different headlines.
- True or false? Effective writers start by filling in the main points of their content and save writing the introduction and conclusion for after they've written their piece.
- True or false? When possible, you should try and use extensive vocabulary in your writing.
- Fill in the blank: The following sentence is an example of _____ voice? "The grocery shopping was done by your father."
- True or false? Never use acronyms in your writing.
- When is the most effective time to boost content on social media?
- True or false? You should post the same message across all of your social channels.
- Which network has the longest life for a piece of content?
- On which social network should you share content most frequently?
- What does CRM stand for?
- What occurs during the attract stage of the inbound methodology?
- When does the engage stage of the inbound methodology begin?
- True or false? As buying behavior changes, the inbound philosophy will also evolve.
- Fill in the blanks: Tail winds are to _____ : as headwinds are to _____.
- What is one benefit of running search ads for brand keywords?
- Fill in the blank: A keyword set to _____ match type will display your ad if the search term includes that keyword, or a very close variation.
- Fill in the blank: A keyword set to _____ match type will display your ad if the search term contains the same order of the words, but it can also contain additional words.
- Fill in the blank: A keyword set to _____ match type will display your ad when the search term contains any or some combination or variations of the words in your keyword, in any order.
- If you have a keyword set to broad match, but you want to select specific keywords that must be included in the search query for your ad to be displayed, what would you use?
- Which of the following represents an exact match keyword?
- Which of the following represents a phrase match keyword?
- True or false: Quality score is an algorithm that scores each of your search ads on spelling and grammar.
- From top to bottom, what should your search account structure hierarchy look like?
- How many ad extensions should you include in your search ads?
- The inbound methodology is meant to support which business functions?
- What does it mean to have an inbound approach to doing business?
- Fill in the blank: When planning the timing of content in a calendar, _____.
- Fill in the blank: Once a search engine bot discovers your web page, it _____.

- **Fill in the blank: Measuring your website's authority comes down to assessing the volume and quality of the _____.**
- **All of the following impact a website's ability to rank on a search engine results page EXCEPT:**
- **True or false? Website performance does not impact visibility on Facebook.**
- **Scenario: Your business is going through a website redesign. The goal of the redesign is to update the look and feel of the website to better represent the brand. Your manager recommends a custom font to help make the content stand out. How should you respond?**
- **How could this sentence be corrected to cut out fluffy words? "I really just want to go to the arcade to play games in order to have fun."**
- **Fill in the blank: The ideal blog post title is _____ characters.**
- **Which of the following is an example of a video in the delight stage?**
- **Fill in the blank: Videos related to _____ moments address company milestones, new product or service features, or other company-related updates.**
- **All of the following are key places your videos can appear on YouTube EXCEPT:**
- **Your manager tasks you with getting more of your web pages displayed in the featured snippet on a search engine results page. The best way to increase the number of your web pages that appear in featured snippets is by _____?**
- **Fill in the blank: _____ refers to how well a document matches a search query.**
- **Which of these KPIs demonstrate social media ROI? Choose all that apply.**
- **True or false? The holistic social media team model is common in growing companies. In this model, one team coordinates the approach to managing each social media account in partnership with other groups within the organization.**
- **True or false? Adding a string of meaningless numbers to your Instagram username could appear spammy.**
- **Fill in the blank: When performing a social media content audit, begin by looking at all of the content you've posted in the last _____.**
- **When auditing your social media content, what questions should you be looking to answer? Choose all that apply.**
- **Scenario: Tom is an avid Facebook user. Tom's friend, Jane, posts a video from a travel-focused company called Get Out, Stay Out, about a new, local hiking trail. In the comments, Jane shares her thoughts and opinions about the trail. The following day, Tom's sister sends him the same video link through Facebook Messenger. The Facebook algorithm sees all these interactions. Keeping this in mind, it's likely Facebook will _____.**
- **True or false? You shouldn't join a competitor's Facebook Group. Doing so would only help increase their visibility, making it harder for you to create and grow a Facebook Group for your business.**
- **True or false? You can have more than one key result per objective.**
- **What's an example of a measurable key result? Choose all that apply.**
- **Scenario: An exact-match keyword for one of your ads is "blue women's t-shirts." Which of the following search queries would generate this ad?**
- **Scenario: A phrase-match keyword for one of your ads is "traveling in Boston." Which of the following search queries would generate this ad? Choose all that apply.**
- **True or false? To deliver an ad only to people searching for dress shoes for men, you could modify your broad match keyword to "+men's dress shoes."**
- **True or false? If you're just starting out with paid ads and don't know exactly how your persona will be searching, move from a narrower search to a broad match.**
- **Having an understanding of what you're trying to achieve is the most important part of creating high-performing emails. What theme does this correlate to?**

- **To provide a personalized experience to your email reader, which of the following best practices should you employ? Select all that apply.**
- **Which of the following is NOT an example of paid media?**
- **During the decision stage of the buyer's journey, it's effective to use which of the following content formats? Select all that apply.**