Questions answered incorrectly:

- 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.
- You asked your colleague to provide feedback on a blog post you recently wrote. When they sent you their feedback, they made edits directly in the doc. Is this a best practice for a content editing process?
- True or false? You should use a consistent naming system to store and easily identify hosted files.

Questions answered correctly:

- Fill in the blank: To keep your content calendar agile, it shouldn't extend more than _____.
- All of the following are attributes of a content creation workflow EXCEPT:
- 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? 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."
- To help increase awareness for an upcoming product launch, your manager increases paid promotion funds by 300%. Which channels could you disperse these funds to?
- 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?
- Which KPI is most likely to be a vanity metric?
- There are three key components to sending the right email. Two of them are the right email and the right time. What is the third?
- What occurs during the attract stage of the inbound methodology?
- What is the purpose of the delight stage of the inbound methodology?
- True or false? As buying behavior changes, the inbound philosophy will also evolve.
- 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 broad match keyword?
- What symbol would you use to add a broad match modifier?
- What symbol would you use to add a negative keyword?
- From top to bottom, what should your search account structure hierarchy look like?
- What is the benefit of including ad extensions in your search ads?
- The inbound methodology is meant to support which business functions?
- Scenario: Kyle is in a new role and looking to upskill, so he goes to Google to do some research. He finds a search engine listing that piques his interest and clicks it. He's taken to a blog post on your site. He reads the post and sees there's a content offer. He's interested, but not sure he's ready to give his information for it just yet. Below the offer, he sees a chatbot asking if he needs help so he clicks it to start a conversation. Which stage of the inbound methodology is Kyle in?

- What does it mean to have an inbound approach to doing business?
- True or false? A content offer is something you create and publish in exchange for personal information, like an email address and a name.
- 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."
- True or false? To help improve SEO, your URL should match the title of your blog post, word for word.
- Fill in the blank: The ideal blog post title is _____ characters.
- Which of the following is an example of a video in the attract stage?
- 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.
- True or false? Watching three seconds of a YouTube video is considered a view.
- Which of the following factors does YouTube pay attention to as part of its algorithm?
- Your manager asks your thoughts on how to increase visibility on the business's YouTube channel. Which response best aligns with how YouTube's algorithm works?
- 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.
- Which of the following places on Instagram can you use a link to click through to your website? Choose all that apply.
- True or false? When getting started with a business Instagram account, consider purchasing at least 1,000 followers to make your brand look more credible and acquire followers at a faster rate.
- 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 _____.
- 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 can have more than one key result per objective.
- 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?
- What are the two key actions to look at when optimizing each part of your email?
- Fill in the blank: The ideal length of an email subject line is _____ characters.
- Fill in the blank: Words like "free" or "percent off" may not trigger spam filters for your email, but could _____.
- 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?

- True or false: You should include either budget information or a time estimate in your content creation plan.