



# ANSWER SHEET

1. **How many times should the keyword you are optimizing for be on a page?**
  - a. 5–7
2. **What is a meta title and description?**
  - a. This is what appears in search engine results for a given page.
3. **How many keywords should a single page be optimized for?**
  - a. 1–2
4. **What sections of your website should include keywords?**
  - a. All of the above
5. **Are long-tail keywords important?**
  - a. Yes, they cater to a more specific pool of people.
6. **How long should a meta title be?**
  - a. 50–60 characters
7. **Should you use short-tail keywords, long-tail keywords or both?**
  - a. Both
8. **What is voice search?**
  - a. When you ask Siri, Alexa, etc. a question
9. **How do you optimize for voice search?**
  - a. All of the above
10. **Which of the following URLs is better for SEO?**
  - a. <https://www.envano.com/>
11. **Do sitemaps help with SEO performance?**
  - a. Yes
12. **Which of the following types of content can Google index?**
  - a. All of the above
13. **Does the meta keyword tag help with SEO in Google?**
  - a. No
14. **If my site is mobile friendly, will Google consider ranking it higher in search results for mobile users?**
  - a. Yes
15. **If my site is hacked, will it hurt my search rankings?**
  - a. Yes