

SEO Basics for Creative Entrepreneurs - Worksheet + Notes

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1) SEO = _____

2) Why is SEO important?

3) Are Google and Bing the only search engines online?

4) True OR False: Google's algorithms never change.

5) What are the primary Meta Tags related to SEO?

6) How important are Meta Keywords and Meta Descriptions to Google's ranking factors?

7) How are "on-page" factors different from "meta data" factors?

8) What is the difference between Internal Linking and External Linking? Why is External Linking important?

9) True or False: YouTube is a search engine.

10) Does social media engagement on your articles and pages affect SEO?