
Module 16, Lesson 1 Quiz: Website Basics and Technology

1. All are reasons you should build a website except:
 - a. Your website is the place to tell the world who you are 24/7
 - b. Your credibility depends on it
 - c. You are guaranteed to make sales**
 - d. You own your website You don't own your social media profile
2. All ESPs and CRMs are exactly the same and serve the same purpose
 - a. True
 - b. False**
3. All are common website tools you could consider using, except:
 - a. Static email capture
 - b. Popup email capture
 - c. No email capture**
4. The best way to use keywords is:
 - a. Stuffing them in as many places as possible in your article
 - b. Include them in your headlines, meta descriptions, and wherever they make sense within the article**
 - c. Not to worry about them at all