

*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