

## SEO Exam: News

With the transition to 'blended search' and 'realtime search' news is increasingly important to Google, Yahoo, and Bing. This exam measures -

- what makes good news.
- how to set up the SEO of news.
- news distribution strategies.

It takes about fifteen minutes! Let's get started!

# News Theory

## 1. How accurate are the following statements about news / news releases and their impact on SEO, or getting to the top of Google?

	Not accurate at all	Not accurate	Neutral	Accurate	Very Accurate
Producing frequent news may spur Google to index your website more rapidly, and more frequently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
News has more than one benefit - getting to the top of Google, and getting people to read about you on blogs (for instance).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Adobe PDF can be problematic for Google.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Google rewards sites that have a lot of new news.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Every company has news; they just may not know it yet!	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Each news release should exist in HTML on your own website.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Each news release should be in SEO optimized HTML.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Google ignores free press release distribution services.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Real-time and blended search mean that Google sometimes places news on the first page of search results.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Only big companies can issues news releases because they cost a lot of money.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## News - A Good News Release

### 2. What does a good news release have? Answer all that apply?

- A snappy headline.
- The snappy headline in the TITLE tag.
- A first paragraph that has the MAIN IDEA of the release.
- A META DESCRIPTION that matches the FIRST PARAGRAPH.
- SEO optimized HTML such as keyword dense H1, H2 Tags.
- The Adobe PDF Format so formatting is preserved across the Web.
- A quote from your manager about why this news is important.
- A paragraph about your local city.
- Your company's stock price and a mandatory corporate tag line, such as "The Most Customer centric company on the planet."
- An embedded web link to your website for more information.
- A desired action such as a registration, survey, or purchase.

## News Syndication

### 3. Which of the following statements are true or false about news syndication?

	True	False	Indeterminate
One of the benefits from syndication is the multitude of links you get across the web.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Syndication of your news may spur new relationships, as with real-world bloggers or editors.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
When you post your news to a syndication service, you do not have to worry about your keywords.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
News syndication refers to services that distribute your news to editors, websites, bloggers, and others.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
The free news syndication services like PRLOG.org are not well picked up by Google.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Google sees syndication but ignores it for indexing of your website.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Keywords should drive your news release strategy from the creation of the news to its input into a syndication service.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting your news on a syndication website is incredibly expensive.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>