

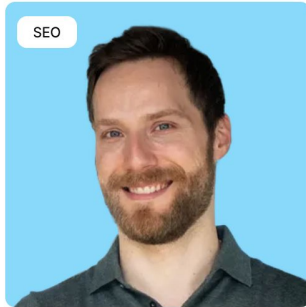
SEARCH ENGINE OPTIMIZATION




Session 11 : **SEMRush Certification**

Skill Accelerator Bootcamp

SEMRush Certification




Kyle Byers

7 lessons 1 hour  Certification

SEO Principles: An Essential Guide for Beginners

Get to know the essentials of SEO in this hands-on course. You'll learn how to do all the basics, including keyword research, on-page SEO, technical SEO, and off-page SEO.



SEO Semrush Academy
7 lessons 36 minutes  Certification

On-Page and Technical SEO Course

This course will teach you how to improve and maintain your website's health, as well as optimize your website's content for both users and search engines with Semrush tools. After completing the course, you will have sufficient knowledge to take and pass the accompanying test and carry on studying the Semrush SEO toolkit.

[View course info](#)

Start learning



SEO Greg Gifford

7 lessons 49 minutes  Certification

Backlink Management Course with Greg Gifford

For 16 years, Greg has been doing SEO for businesses in different verticals to boost their visibility in search results. In this free short specialized course, you'll learn all about backlink management and link building.

[View course info](#)

Start learning

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Enroll for free

Click to access:

<https://www.semrush.com/academy/courses/seo-principles-beginners-guide/>



Try Out

- Which of these is part of off-page SEO?
 - All are related to Off-page SEO
 - Showing Google that your website and pages are authoritative and trustworthy (especially by getting backlinks from other websites to your own)**
 - Using internal linking effectively
 - Optimizing title tags and meta descriptions (not too long, including keywords, etc.)
- Which of these is part of Technical SEO?
 - Making sure you are getting high-quality backlinks from other websites to your own
 - Including keywords in your content in the right places
 - All are related to Technical SEO
 - Activities that impact how search engines index and crawl your site**
- Keywords can be categorized into what main types of search intent?
 - Navigational, Commercial, Transactional
 - Navigational, Informational, Commercial, Transactional**
 - Informational, Transactional
 - Navigational, Evaluation, Commercial
- How can you help Google understand what a webpage's images contain?
 - Force the primary target keyword within the image file name as much as possible
 - None will help Google
 - Ensure the image's file name is short and contains only numbers
 - Ensure the image's file name is descriptive, but also short**

Try Out

5. The Semrush SEO Content Template tool shows suggested text length, related keywords, and backlink targets.
 - A. False
 - B. **True**

6. Why might you include a “noindex” tag on certain pages?
 - A. To show users an error message that a page is no longer available
 - B. To temporarily redirect from one page to another
 - C. To permanently redirect from one page to another
 - D. **You don't want the pages to show up in Google Search results**

7. It's important to tag paid links with the "nofollow" or "sponsored" attribute.
 - A. **True**
 - B. False

8. Which of the following is a technique you can use can build backlinks?
 - A. Through broken link-building with Backlink Analytics Tool
 - B. **All of these techniques can be used**
 - C. Create content that contains original data
 - D. Build backlinks with Semrush's Link Building Tool

Try Out

9. How does Google decide where to display a given webpage on their search results pages?
- A. **Google uses thousands of different signals to decide where to display a given webpage on their search results pages.**
 - B. Google bases its decision based solely on Google Ads spend
 - C. Google bases its decision based solely on a webpage metatags
 - D. None of these are correct
10. Which type of keyword is the following: "iPad"
- A. Transactional keyword
 - B. **Head keyword**
 - C. Absolute keyword
 - D. Long-tail keyword
11. What are Navigational keywords?
- A. They are keywords used by people looking for information related to a potential purchase.
 - B. **They are keywords used by people trying to go to a specific website or webpage.**
 - C. They are keywords used by people who are actively shopping and close to purchase.
 - D. They are keywords used by people to get information or conduct general research not related to a purchase
12. With the Keyword Magic Tool you can take your site and compare it directly with competitor sites to see which keywords they're ranking for that you are not.
- A. False
 - B. **True**

Try Out

13. Some best practices when creating title tags are what?
 - A. Make them over 60 characters long and include your target keyword
 - B. Make them under 60 characters long, include your main target keyword in a natural way, and consider adding your brand name to the end**
 - C. None of these are best practices
 - D. Make them under 60 characters long and ensure to include at least one transactional keyword
14. The Google index is a giant database of hundreds of billions of webpages that can be displayed in Google Search results.
 - A. False
 - B. True**
15. Anchor text is the clickable text that appears in a hyperlink
 - A. True**
 - B. False

Main Page / SEO Principles: An Essential Guide for Beginners

What is SEO? (The Multi-Trillion-Dollar Opportunity)



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Lesson transcript Related materials

Lesson transcript

Hi, I'm Kyle Byers. I'm the Director of Organic Search for Semrush, and I want to welcome you to the "Digital Marketing: Hands-on Experience" course. I've been working in SEO for over a decade, for small businesses and Fortune-500 companies, and everything in between. And in this module, I'll teach you everything you need to know to get started in SEO. So let's jump right in..

SEO stands for search engine optimization.

But that's actually a pretty bad name for it. Because it makes it sound like SEO is about optimizing search engines. Instead, SEO is actually all about getting more visitors from search engines to the website or webpage you want.

What is SEO? (The Multi-Trillion-Dollar Opportunity)

- What is SEO? (The Multi-Trillion-Dollar Opportunity) 4 min
- Test your knowledge 1 min

The 3 Components of SEO

Intro to Keyword Research

Creating Your List of Target Keywords

On-Page SEO

Technical SEO

Off-Page SEO

Certification Exam

Test your knowledge by completing the course exam. Once you pass, you'll receive a certificate signed by Kyle Byers and Semrush.

Main Page / SEO Principles: An Essential Guide for Beginners

You are going to start the "SEO Principles: An Essential Guide for Beginners" exam

You have 3 attempts to pass this exam. After 30 days, you'll get 3 more.

Enter your first and last name

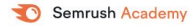
Please verify that the spelling of your name is correct. This cannot be changed after you receive your certificate.

Before you begin, here's what to expect:

- This exam has 15 questions.
- You will have 20 minutes to complete the exam.
- You need to score at least 87% to pass.
- This exam and certification are 100% free.
- You have a total of 3 attempts to pass, then in 30 days, you'll get 3 more.

Start exam





SEO Principles: An Essential Guide for Beginners

 00:19:50

Question 1/15

Which of these is part of off-page SEO?

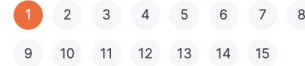
- All are related to Off-page SEO
- Optimizing title tags and meta descriptions (not too long, including keywords, etc.)
- Showing Google that your website and pages are authoritative and trustworthy (especially by getting backlinks from other websites to your own)
- Using internal linking effectively

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Exam progress: 0/15

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SEO Principles: An Essential Guide for Beginners

Certificate expires 23.05.2024
Certificate of completion 2554be47c6
Certification exam Exam id-10

Kyle Byers

On-Page and Technical SEO Course

This course will teach you how to improve and maintain your website's health, as well as optimize your website's content for both users and search engines with Semrush tools. After completing the course, you will have sufficient knowledge to take and pass the accompanying test and carry on studying the Semrush SEO toolkit.

Enroll for free

Click to access:

<https://www.semrush.com/academy/courses/on-page-and-technical-seo-course/>



Try Out

- Log File Analyzer allows you to not only identify the most crawled pages on a website, but also eliminate structural and navigational problems that affect the accessibility of certain pages.
 - True**
 - False
- How will you benefit from connecting Site Audit to your Google Analytics account? Choose 3 answers.
 - See the unique pageviews for each page in your audit to prioritize the work on technical issues**
 - Access all of the backend information for your website in one location
 - Find slow pages that take more than one second to become interactive**
 - Automatically import the landing pages that your website is ranking for
 - Find pages on your website with no internal links pointing to them**
 - Get an idea of where you need to improve a page and user experience
- Which issues regarding using HTTPS protocol can be found in the Site Audit HTTPS implementation report? Choose 3 answers:
 - Pages crawl depth
 - Mixed content issues**
 - Uncompressed files
 - Non-secure pages with password fields**
 - Links to your old HTTP version pages**
- Which Site Audit chart shows if any of your website's pages are broken, have redirects, or have server-side errors?
 - The Crawl Budget Waste bar chart
 - The Incoming Internal Links bar chart
 - The HTTP Status Code donut chart**
 - The Pages Crawl Depth donut chart

Try Out

5. Which tool helps to define the domains that are worth trying to acquire backlinks from?
 - A. **Content Audit**
 - B. SEO Writing Assistant
 - C. SEO Content Template
6. True or false? To get ideas in On Page SEO checker for how to improve the user experience you have to connect Google Analytics to your project.
 - A. False
 - B. **True**
7. From where can you import pages and keyword data to On Page SEO checker? Choose 3 answers.
 - A. Organic Traffic insights
 - B. **Organic Research**
 - C. **Google Search Console**
 - D. **Position Tracking**
8. What is the recommended number of on-page links in order not to be regarded as spam or of low quality?
 - A. **Below 3000**
 - B. Between 3000 and 5000
 - C. There are no recommendations on it

Try Out

9. Fill in the blanks. The _____ donut chart shows the distribution across your website's pages by the number of clicks away from the homepage. It is recommended to make sure there are no pages with a depth of more than ___ clicks.
- A. Site Indexability, 4
 - B. Pages Crawl Depth, 4**
 - C. Pages Crawl depth, 5
10. True or false? SEO Writing Assistant has an add-on for Google Docs and WordPress plug-in based on the SEO Content Template.
- A. True**
 - B. False

SEO Audit

Module 1 Technical SEO
Site Audit
SEMRUSH Academy
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Lesson transcript

The Importance of Technical SEO

Hi there! This is the beginning of our course, and it's devoted to technical SEO. Technical SEO is actually the foundation to your entire SEO strategy. It's all about how your website is built and structured, and how easy it is for search engines to crawl and index your content. Some technical SEO issues might even render your website invisible to search engines, so it's critical to understand, define, and be able to fix them.

SEO Audit

- SEO Audit
8 min
- Test your knowledge

HTTPS Issues

Crawlability Issues

Log File Analysis

Creating SEO-friendly Content

Getting Ideas for On-Page Optimization

Getting Rid of On-Page Errors

Certification Exam

Test your knowledge by completing the course exam. Once you pass, you'll receive a certificate signed by Semrush Academy and Semrush.

You are going to start the "On-Page and Technical SEO Course" exam

You have 3 attempts to pass this exam. After 30 days, you'll get 3 more.

Enter your first and last name

Please verify that the spelling of your name is correct. This cannot be changed after you receive your certificate.

Before you begin, here's what to expect:

- This exam has 10 questions.
- You will have 12 minutes to complete the exam.
- You need to score at least 70% to pass.
- This exam and certification are 100% free.
- You have a total of 3 attempts to pass, then in 30 days, you'll get 3 more.

Start exam

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Certificate

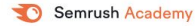


John Smith

Mastering Digital PR Course

Certificate expires August 25, 2025
Certificate ID: semrush-academy-4202777
Certification exam ID: 7

Matthew McConaughey



On-Page and Technical SEO Course

 00:11:51

Question 1/10

Log File Analyzer allows you to not only identify the most crawled pages on a website, but also eliminate structural and navigational problems that affect the accessibility of certain pages.

False

True

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On-Page and Technical SEO Course

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Semrush Academy

Backlink Management Course with Greg Gifford

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Enroll for free

Click to access:

<https://www.semrush.com/academy/courses/backlink-management-course-with-greg-gifford/>

Try Out

- How does Google discover pages and links?
 - Spiders crawl pages and follow links**
 - Quality Raters check things manually
 - robots.txt tells it what to do
- What is the best type of link?
 - Links from press releases
 - Internal links with strong anchor text
 - Social media links pointing to your site
 - Links you buy
 - Links you earn because you're awesome**
- Which SEMrush tool helps you find backlink prospects and even send your outreach emails right from inside the tool?
 - Backlink Gap
 - Link Building Tool**
 - Backlink Analytics
- The SEMrush toolset uses a link authority metric called ...
 - Trust Score**
 - Trust Flow
 - Domain Authority

Try Out

5. If you're hit with an algorithmic link penalty, you'll receive a message in Google Search Console.
 - A. **FALSE**
 - B. TRUE
6. When using unlinked mentions to build links, you're looking for:
 - A. Forums where people are complaining about your business
 - B. **Other websites who mention your business but don't link to you**
 - C. Directory sites that list your business
 - D. Mentions of your brand on social media
7. Sponsorships are a link building tactic that you should avoid, because you're basically just buying a link
 - A. TRUE
 - B. **FALSE**
8. When doing link research, when should you look for the contact information for each opportunity?
 - A. At the end of your campaign when you're ready to do outreach
 - B. Once you've decided to go after that particular link
 - C. **While you're doing the research, so it saves time/effort later**

Try Out

9. One of your customers shared a link to your site on their Facebook. What type of link would it be?
- A. **Nofollow link**
 - B. Follow link
 - C. Widget embed
10. Which SEMrush tool will help you find unlinked mentions of your site?
- A. Backlink Audit
 - B. **Brand Monitoring**
 - C. Backlink Gap

Introduction to Backlink Management



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Lesson transcript

Introduction to Backlinks and Backlink Management

Hey, I'm Greg Gifford. In this lesson, the first in the Backlink Management course, we're going to be talking about backlink management and link building and why they're an important piece of the SEO puzzle.

Backlink management basics

- Introduction to Backlink Management (3 min)
- Test your knowledge

Types of links

Link research

Competitive analysis

Penalty recovery

Link building strategies

Link building campaign

Certification Exam

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Start exam





Backlink Management Course with Greg Gifford

 00:14:54

Question 1/10

How does Google discover pages and links?

- Quality Raters check things manually
- robots.txt tells it what to do
- Spiders crawl pages and follow links

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Certification exam Exam id-2

Greg Gifford

Task for last sessions:

Make a maximum 10 slides presentations.
Present on Thursday, May 25, 2023.

1. Create a SEO audit for your current companies.
2. Based on the audit, create a simple SEO plan and recommendation, consist of:
 - a. Keyword Research
 - b. On-Page Optimizations
 - c. Off-Page Optimizations
 - d. Technical Recommendations

Thank You!

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