

# NEW MEXICO BROADBAND PROGRAM

## INTERNET TOOLS FOR SMALL BUSINESS

### MODULE 7 – SEARCH ENGINE OPTIMIZATION - ASSESSMENT

1. How does SEO affect the impact your website has on your business?
2. How can you find keywords to use for SEO of your own website?
3. What are some general characteristics of good key words? (e.g. they are used commonly)
4. What are the advantages and disadvantages of using the top-listed keywords in Google's "Adwords"?
5. Once you have determined the keywords you will use in the SEO for your website, what should you do with them?
6. How does updating content and adding links to trusted sites impact the SEO for your business website?