

## Blogging Quiz

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1. **Which of the following would you expect to find in a blog?**
  - a. News or information
  - b. The writer's personal observances, opinions or reflections
  - c. Photos, video and text
  - d. All of the above
  
2. **You have a very small budget with which to start a blog. You know you want a custom domain name – without the company's name anywhere in the URL. Which platform is probably best for you?**
  - a. WordPress.org
  - b. Medium.com
  - c. WordPress.com
  - d. Blogger.com
  
3. **What is the best way to develop a loyal audience?**
  - a. Make posts as long as possible. The more information, the better it is.
  - b. Post at regular intervals so they know when to expect new content.
  - c. Re-read your posts to look for typos and fact errors, and then have two other people do the same before publishing.
  - d. Include photos of cute cats, because sometimes everyone needs a cute cat.
  
4. **Which of the following techniques can provide increased credibility to an article?**
  - a. A signature at the end of the blog post
  - b. More links than words in a single post
  - c. External links to other sites combined with quality content
  - d. Photos and video to prove what you're reporting really happened
  
5. **Time spent on site is a valuable metric. We want people to continue to consume the work we create. Which of the following features will increase the likelihood of a reader staying longer on your blog?**
  - a. Having mostly text rather than pictures, slide show or other interactive content.
  - b. Using external links to generate the new page as a pop-up or new tab rather than going directly to the new site.
  - c. Linking to another page on your site, so that they're not really leaving the website.
  - d. All of the above

- 6. What distinguishes a blog from a website?**
- a. Postings that occur according to a timeline
  - b. More content
  - c. Interactivity
  - d. Comments
- 7. True or False: Blogging should not be done using a mobile device.**
- a. True
  - b. False
- 8. We know the best blogs are those, which have a clear, narrow focus, have plenty of avenues for content and are interesting to readers. Your sports department wants to start a new blog. Keeping that information in mind, which of the following topics do you think would be the *least* likely to be successful?**
- a. Soccer
  - b. Swimming & Diving
  - c. Football
  - d. Baseball
- 9. What does WYSIWYG stand for?**
- a. Why you should instantly want your goals
  - b. When you sigh it should yield good
  - c. What you see is what you get
  - d. None of the above
- 10. True or False: Journalists who blog say it helps them develop deeper connections with their audience.**
- a. True
  - b. False