

Content writer screening quiz

 Test duration: 45 minutes  Difficulty level: **Moderate**



1. Which of the following sentences is grammatically correct?

- A) The team are going to present their findings tomorrow
- B) The team is going to present its findings tomorrow
- C) The team is going to present their findings tomorrow
- D) The team are going to present it's findings tomorrow

Correct answer: B) The team is going to present its findings tomorrow

2. In SEO, what does the term "meta description" refer to?

- A) The title of a webpage
- B) The URL of a webpage
- C) A brief summary of a webpage that appears in search engine results
- D) The main body content of a webpage

Correct answer: C) A brief summary of a webpage that appears in search engine results

3. Which of the following is the best way to incorporate a keyword into an article for SEO purposes?

- A) Repeating the keyword as many times as possible
- B) Inserting the keyword naturally into the title, headings, and body content
- C) Hiding the keyword in the background of the webpage
- D) Using the keyword only once at the beginning of the article

Correct answer: B) Inserting the keyword naturally into the title, headings, and body content

4. Which sentence uses the correct form of 'there,' 'their,' or 'they're'?

- A) Their going to launch a new product next week
- B) There going to launch a new product next week
- C) They're going to launch a new product next week
- D) Their going too launch a new product next week

Correct answer: C) They're going to launch a new product next week

5. When conducting keyword research, which of the following factors is most important to consider?

- A) Keyword density
- B) Keyword competition and search volume
- C) Keyword length
- D) The number of times the keyword has been used by competitors

Correct answer: B) Keyword competition and search volume

6. Which of the following strategies is most effective for writing engaging content?

- A) Using long, complex sentences to sound more authoritative
- B) Focusing on the needs and interests of your target audience
- C) Writing exclusively in a formal tone
- D) Avoiding the use of any storytelling elements

Correct answer: B) Focusing on the needs and interests of your target audience

7. In content writing, what is the purpose of a call to action?

- A) To provide background information on a topic
- B) To instruct the reader on what to do next, such as signing up or purchasing
- C) To summarize the main points of the content
- D) To introduce the main argument of the content

Correct answer: B) To instruct the reader on what to do next, such as signing up or purchasing

8. Which of the following best describes the practice of "keyword stuffing" in SEO?

- A) Using too many keywords in an unnatural way to manipulate search rankings
- B) Carefully selecting a few high-impact keywords for use in content
- C) Placing keywords only in the meta tags of a webpage
- D) Using keywords in image alt text for better SEO

Correct answer: A) Using too many keywords in an unnatural way to manipulate search rankings

9. How should a content writer handle using statistics or quotes in an article?

- A) Paraphrase the statistics or quotes to avoid plagiarism
- B) Include them without citing the source to keep the article concise
- C) Use them sparingly and always cite the original source to add credibility
- D) Avoid using them unless absolutely necessary

Correct answer: C) Use them sparingly and always cite the original source to add credibility

10. What is the best approach to ensure that content is persuasive and drives action?

- A) Focus solely on the product features
- B) Address the reader's pain points and provide clear benefits
- C) Use as many technical terms as possible to sound knowledgeable
- D) Write in a highly formal and detached tone

Correct answer: B) Address the reader's pain points and provide clear benefits