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## Lesson 5: Short Answer Quiz

Briefly define each of the following:

1. What is the best analogy to describe a Widget and give two examples?
2. Widgets are installed by:
3. RSS stands for:
4. According to Social Media Manager, Matt Winn: what is Tip number 1 and how does following this tip help connect you with your audience?
5. According to, what is a pillar article and what are the recommended structure formats for writing a great blog?

### Answers:

1. Mobile applications (commonly known as “apps”) you can add to a smartphone or tablet, to add some kind of new function to your smartphone or tablet. You might want an app that allows you to check the weather, play a game, or find the nearest coffee shop.
2. Dragging the Widget to the Sidebar
3. Real Simple Syndication
4. Tip number 1 is to “Talk like your customers.” Matt Winn advises that you not talk down to customers or use overly technical verbiage. Key message is to keep your posts “simple, friendly, and concise.”
5. A pillar article is one that will get you searches and rankings in Google results, and it will provide you with consistent readership. The recommended structures for writing a great blog include the following format type:
  - How To



- Definition
- List
- Opinion



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