



This work by the National Information Security and Geospatial Technologies Consortium (NISGTC), and except where otherwise noted, is licensed under the [Creative Commons Attribution 3.0 Unported License](https://creativecommons.org/licenses/by/3.0/).

Authoring Organization: Rio Salado College

Written by: Jon Koehler, South Mountain Community College, a Rio Salado College NISGTC grant affiliate

Copyright: © National Information Security, Geospatial Technologies Consortium (NISGTC)

Development was funded by the Department of Labor (DOL) Trade Adjustment Assistance Community College and Career Training (TAACCCT) Grant No. TC-22525-11-60-A-48; The National Information Security, Geospatial Technologies Consortium (NISGTC) is an entity of Collin College of Texas, Bellevue College of Washington, Bunker Hill Community College of Massachusetts, Del Mar College of Texas, Moraine Valley Community College of Illinois, Rio Salado College of Arizona, and Salt Lake Community College of Utah.

This workforce solution was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties or assurances of any kind, express or implied, with respect to such information, including any information on linked sites, and including, but not limited to accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability or ownership.

## Lesson 6: Quiz

1. What are the four rules for attracting an audience?
  - a.
  - b.
  - c.
  - d.
2. What are the three cautions regarding resources in the WordPress community?
  - a.
  - b.
  - c.
3. Define each of the following:
  - a. tag
  - b. category
4. When promoting your website, you should email everyone within \_\_\_\_\_.



## Answers

- 1a Post well and to post often.
- 1b Embed within your blog keywords that will help people searching for content that is of interest to them.
- 1c Advertise your blog to friends, family, coworkers, or whoever is within your social network.
- 1d Look for good opportunities within the world of blogs to make your own blog known.
  
- 2a Be wise.
- 2b Be discerning.
- 2c Trust, but verify
  
- 3a Keywords specific to a blog post
- 3b Groupings of related posts
  
- 4 Your social network

