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