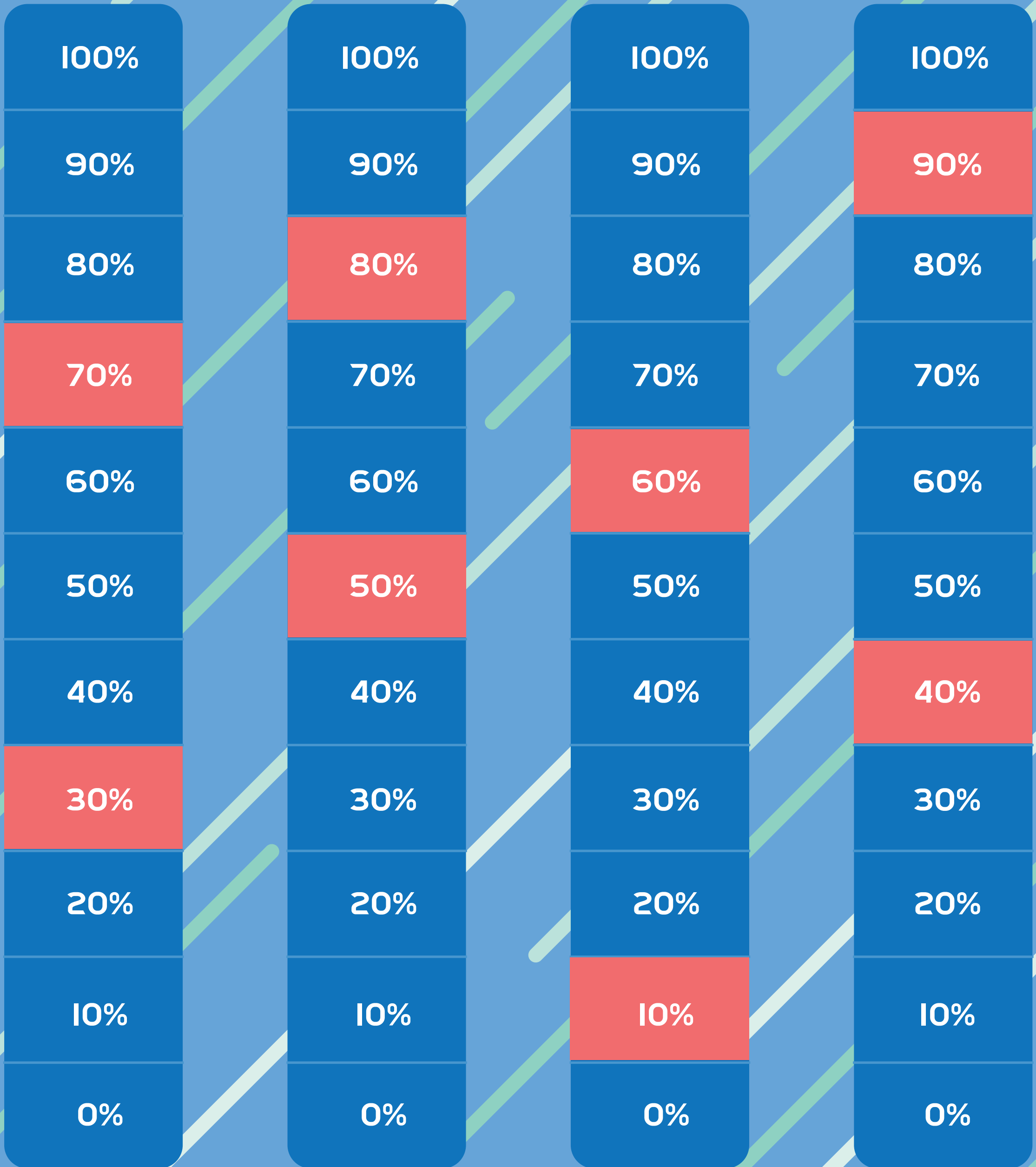


# GET OPTIMIZED!

## THE GAME OF HOW DAM SUPPORTS SEO




COMPANY NAME:

COMPANY NAME:

COMPANY NAME:


COMPANY NAME:



**A DAM solution makes it easier to tag, organize and optimize both images and videos for SEO purposes.**

**True or False**

**A: True, (Holmes, 2022)**



**When optimized for SEO, images and videos can boost our page rankings and help you \_\_\_\_\_.**

- a) organize your pages
- b) reach more potential customers
- c) make the files larger


**A: b), (Holmes, 2022)**



**Which resolution hurts SEO efforts?**

- a) high
- b) low

**A: a) because they take longer to load, (Holmes, 2022)**



**Certain DAMs will automatically choose the most appropriate format for an asset so you don't have to.**

**True or False**

**A: True, (Holmes, 2022)**



**\_\_\_\_\_ your images will help with the file sizes and load times which supports your SEO efforts and improves the user experience on your website.**

- a) organizing
- b) downloaing
- c) compressing

**A: c), (Holmes, 2022)**



When naming a file, you should choose an appropriate file name that is \_\_\_\_\_.

- a) descriptive
- b) short
- c) simple

A: a), (Holmes, 2022)



Digital asset management will \_\_\_\_\_ in importance for enterprise SEO as Google continues to prioritize page speed and user experience.

- a) increase
- b) remain the same
- c) decrease

A: a), (Taylor, 2021)



DAM platforms integration helping streamline the process of preparing images and videos for SEO makes it easier for customers to do what?

- a) download files
- b) find your products
- c) contact your company

A: b), (Holmes, 2022)



Digital assets like images and videos can improve SEO by increasing \_\_\_\_\_ density and the overall relevance on a given page.

- a) keywords
- b) metadata fields
- c) description

A: a), (Holmes, 2022)



Which file format is great for photographs?

- a) SVG
- b) PNG
- c) JPEG

A: c), (Holmes, 2022)



### Alt text:

- a) is a short description of the image that appears when someone hovers over it
- b) provides additional context for search engines to index the file
- c) helps the image appear in relevant search results
- d) all of the above

A: d), (Holmes, 2022)



It is important to give your digital assets keyword relevant file names early in the digital content lifecycle because alt text and source URLs are derived from the file name.

True or False

A: True, (Holmes, 2022)



A DAM platform can also help you track the performance of your content across different channels which can inform your content and SEO strategy.

True or False

A: True, (Holmes, 2022)



How do most DAM systems deter bad actors from imitating your client's brand or making false claims to deceive users?

- a) they can't
- b) they can automate watermarking on images, videos and PDFs
- c) they can let you manually watermark images


A: b), (Taylor, 2021)



DAM platforms integrate with e-commerce sites and \_\_\_\_\_ systems to help streamline preparing images and videos for SEO.

- a) product information management
- b) master data management
- c) content management

A: c), (Holmes, 2022)



DAM systems can optimize the format, size and \_\_\_\_ of digital assets automatically to increase page load speeds.

- a) resolution
- b) colour space
- c) ICC Profile


A: a), (Holmes, 2022)



If your files are too \_\_\_\_, they won't be indexed by search engines at all.

- a) small
- b) large

A: b), (Holmes, 2022)



Which format is typically used for animations and usually the go to for vector graphics?

- a) GIF
- b) SVG
- c) EPS


A: b), (Holmes, 2022)



Metadata from an internal DAM site equates to SEO keywords.

True or False

A: False, (Holmes, 2022)



One element of successful image optimization for search and user experience is the practice of reducing an image's file size significantly without impacting the image's quality which helps when loading a webpage. What is this practice called?

- a) reduced file compression
- b) image optimization
- c) lossless image compression

A: c), (Taylor, 2021)