

# SEO Poetry Challenge

Read the poem, analyse and understand the hidden message about SEO and digital content strategy. Then choose the correct answer from the options given.

## In the labyrinth of digital words

In the labyrinth of digital words,  
Where SEO reigns and traffic swarms,  
Keywords whisper, soft and clear,  
Guiding searchers far and near.

Research deep, uncover the gems,  
In the data's depths, where insight stems.  
Find the phrases that people seek,  
In every query, a keyword peek.

Craft your content, weave them in,  
Natural and seamless, let them spin.  
From title to tags, they hold the key,  
To unlocking the door, where clicks decree.

With this poem, what is the poet trying to convey?

- A) The importance of storytelling in digital content creation.
- B) The significance of using visuals and multimedia in online articles.
- C) The essential role of keywords and SEO in digital content strategy.
- D) The impact of social media engagement on website traffic.

**Answer- (C) The essential role of keywords and SEO in digital content strategy.**

With this poem, what skill is the poet emphasising as crucial for an SEO writer?

- A) Graphic design proficiency.
- B) Ability to write emotional narratives.
- C) Proficiency in social media engagement.
- D) Mastery of keyword research and integration.

**Answer (D) Mastery of keyword research and integration.**

According to the poem, why are keywords described as "whispering, soft and clear"?

- A) To emphasise their role in creating suspense in storytelling.
- B) To highlight their ability to attract international audiences.
- C) To highlight their importance in guiding search engine users.
- D) To illustrate their role in creating visual appeal in content.

**Answer (C) To highlight their importance in guiding search engine users.**

How does the poet suggest integrating keywords into content?

- A) By using them sparingly to avoid repetition.
- B) By ensuring they are prominently displayed in every paragraph.
- C) By weaving them in naturally.
- D) By using synonyms instead of the actual keywords.

**Answer (C) By weaving them in naturally.**

Can you suggest a title for the poem using the keyword "Keywords"?