



## Action Quest

COMPLETE THESE ACTIONS IN CONDUCTOR INTELLIGENCE TO HELP YOU PREPARE FOR THE CERTIFICATION EXAM.

### SEARCH OUT A NEW KEYWORD

Embark on a keyword quest and track new keywords from Explorer or directly in Settings.

**TIP:** Pay attention to the search engine, web property, location, and device type.

### ASSEMBLE YOUR GROUPINGS

Set up keyword groups and page groups to easily report on your content in the future.

**TIP:** Your account must be integrated with your web analytics to create a page group.

### SCAN FOR THE COMPETITION

View your competition in Rank Comparisons.  
Is anyone outranking you?

**TIP:** Track your competitors as comparison web properties.

### SHINE A LIGHT ON LOCAL VISIBILITY

Do you track keywords locally?  
Make sure your local presence shines bright in Locations.

**TIP:** Monitor your visibility over time by adding a widget from Locations to a workspace.

### CHART YOUR COURSE

Create a to-do list, keyword list, optimization brief, or content brief with Conductor Actions.

**TIP:** Integrate a task management app to share your work across your organization.