

Professional Diploma in Digital Marketing

1. Consider the webpage link: <http://www.vidalsassoon.com>

What kind of link format is this known as? Choose one of the following:

A. URL link

B. Topic link

C. Uninformative link

D. Keyword link

Answer(s): A

2. You are just finalizing your new website and you have heard that there are special tags that help indicate explanatory text for certain visual aspects of page content. Which tags help with this?

Choose one of the following:

A. Alt Tags

B. Meta Tags

C. Title Tags

D. Description Tags

Answer(s): A

3. Google decides the ranking for your website based predominantly on which one of the following?

A. Number and quality of websites that link to your website

B. Quality of keywords that feature on each page

C. Quality of the copy in ad campaigns

D. Number of visitors to your website

Answer(s): A

4. What do internal links within your website assist with? Choose one of the following:

A. Navigation and search spiders

B. Navigation and display

C. Layout and search spiders

D. Navigation and content

Answer(s): A

5. You wish to have your product name display as the primary search link in organic search results. Which meta tag will help you achieve this? Choose one of the following:

A. Title

B. Description

C. Keyword

D. Refresh

Answer(s): A

6. You are about to perform some research about what your target audience searches for on the Internet. Which tool would you use? Choose one of the following:

Exhibit:



A. Google AdWords Keyword Planner

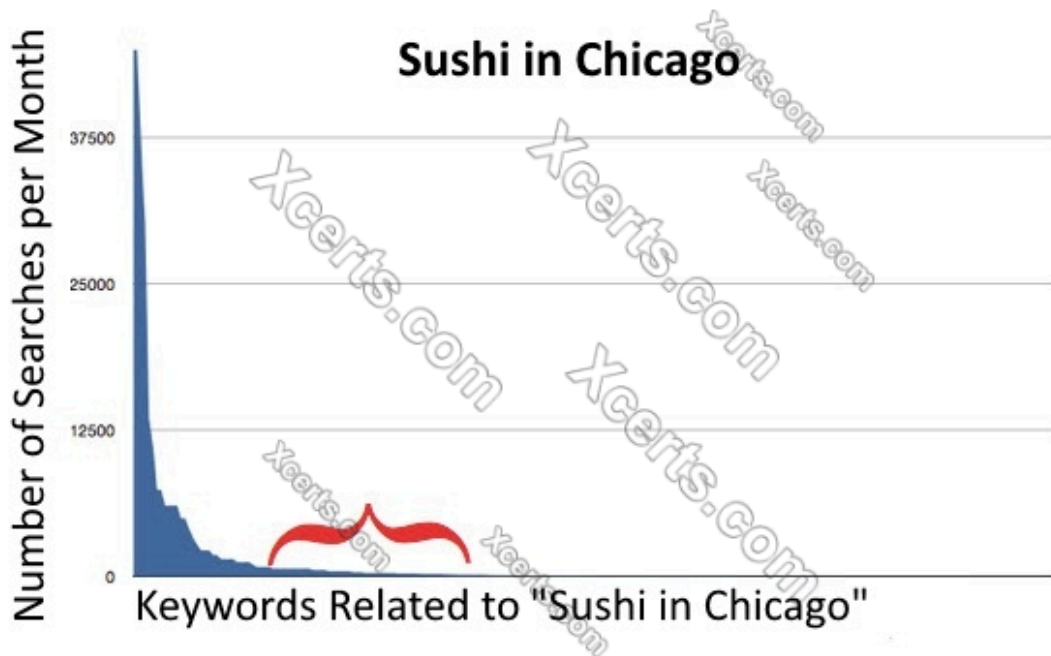
B. Google Alerts

C. Google Analytics

D. Google Ad Planner

Answer(s): A

7. What is illustrated by the graph shown?



Choose one of the following:

A. Long tail keywords

B. High ranking keywords

C. High volume keywords

D. Search volumes over time

Answer(s): A

8. Web spiders carry out a key function within search. What is it? Choose one of the following:

A. Indexing the site

B. Ranking the site

C. Parsing the site

D. Translating the site

Answer(s): A

9. You are carrying out offsite optimization on your website. Which one of the following would be part of the exercise? Choose one of the following:

A. Inbound links

B. Directory registration

C. Domain name registration

D. Canonicalization

Answer(s): A

10. What does a search reveal about the person searching? Choose one of the following:

A. Location and intention

B. Geography and age

C. Sentiment and buying power

D. Intention and age

Answer(s): A

11. The percentage of times a phrase appears on a webpage relative to the number of words on the page has a special term to describe it. What is the term? Choose one of the following:

A. Keyword density

B. Keyword rotation

C. Keyword percentage

D. Keyword value

Answer(s): A

12. What is displayed in the Google AdWords screen below? Choose one of the following:
Exhibit:

Ad group (by relevance)	Keywords	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
Course On Digital (41)	digital marketing co...	11,340	High	UK£3.48	0%	»
Marketing Consulta...	digital marketing co...	14,300	High	UK£5.65	0%	»
Marketing Compan...	digital marketing co...	24,330	High	UK£6.08	0%	»
Jobs Digital (10)	digital marketing jo...	5,860	Medium	UK£1.73	0%	»
Diploma In Digital ...	diploma in digital m...	1,290	High	UK£3.77	0%	»
Digital Agency (32)	digital marketing a...	19,940	High	UK£6.47	0%	»

A. Keyword Research Report

B. Campaign Report

C. Traffic Source Report

D. SEO Report

Answer(s): A

13. What is happening in the Google AdWords screen shown below?



Choose one of the following:

A. Keyword Estimation

B. Campaign Estimation

C. Traffic Research

D. Link Analysis

Answer(s): A

14. What do Keyword Research Tools provide information about? Choose one of the following:

A. Search queries

B. Social sharing

C. Website traffic

D. Conversions

Answer(s): A

15. The process of refining your website so that it will be indexed and ranked by search engines is known as _____ . Complete the sentence by filling in the blank.

Choose one of the following:

Exhibit:



A. Search Engine Optimization

B. Indexing and Ranking

C. Search Engine Marketing

D. Social Media Marketing

Answer(s): A

16. You recognize the importance of creating articles and blog posts to drive traffic to your website. What is this activity known as? Choose one of the following:

A. Content link building

B. Content updates

C. Inbounding

D. Link building

Answer(s): A

17. Your boss has asked you to evaluate the keywords currently in use for SEO, and compare them with the keywords used on the websites of your competitors. Which two dimensions will you concentrate on? Choose one of the following:

Exhibit:



A. Traffic Volume and Ranking

B. Position and Cost

C. Inbound Links and Cost

D. Position and Click-Through-Rate (CTR)

Answer(s): A

18. Which of the following will NOT adversely affect your link building efforts? Choose one of the following:

A. Refreshing content

B. Keyword stuffing

C. Broken links

D. Duplicate content

Answer(s): A

19. You understand that both for indexing with search engines and for user navigation, providing a clear navigation scheme is important. Which feature will help you do this? Choose one of the following:

Exhibit:



A. Sitemap

B. Navigation Bar

C. Keyword Research Tool

D. Breadcrumbs

Answer(s): A

20. What do Google Webmaster Tools allow website owners to see? Choose one of the following:
Exhibit:



A. How a search engine interacts with the website.

B. The most expensive keywords for the website.

C. The keyword density on the website.

D. The number of visitors to the website.

Answer(s): A
