

DMI

Exam PDDM

Professional Diploma in Digital Marketing

Version: 7.0

[Total Questions: 199]

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Topic 1, Search Marketing (SEO)**Question No : 1 - (Topic 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: A

Question No : 2 - (Topic 1)

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: A

Question No : 3 - (Topic 1)

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: A

Question No : 4 - (Topic 1)

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: A

Question No : 5 - (Topic 1)

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: A

Question No : 6 - (Topic 1)

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:

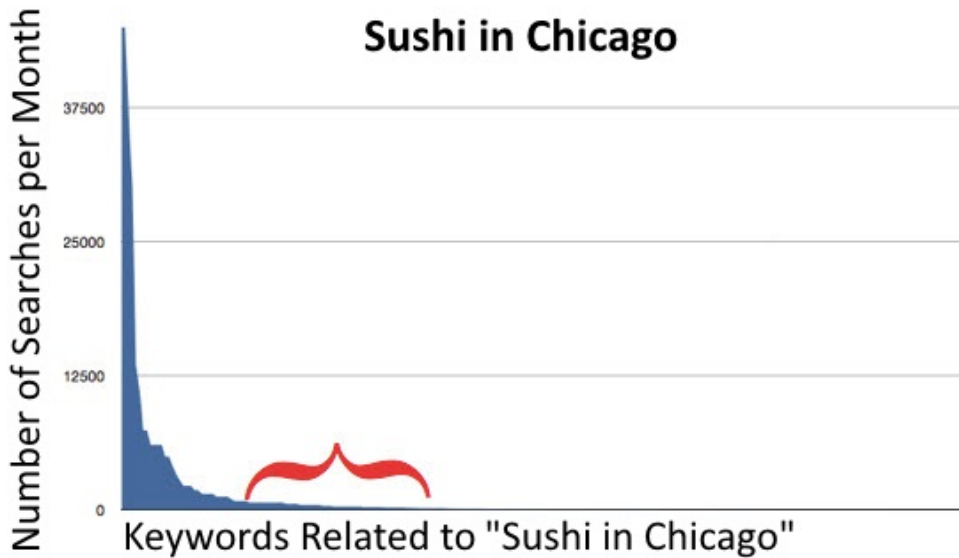


- A. Google AdWords Keyword Planner
- B. Google Alerts
- C. Google Analytics
- D. Google Ad Planner

Answer: A

Question No : 7 - (Topic 1)

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: A

Question No : 8 - (Topic 1)

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: A

Question No : 9 - (Topic 1)

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: A

Question No : 10 - (Topic 1)

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: A

Question No : 11 - (Topic 1)

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: A

Question No : 12 - (Topic 1)

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

Exhibit:

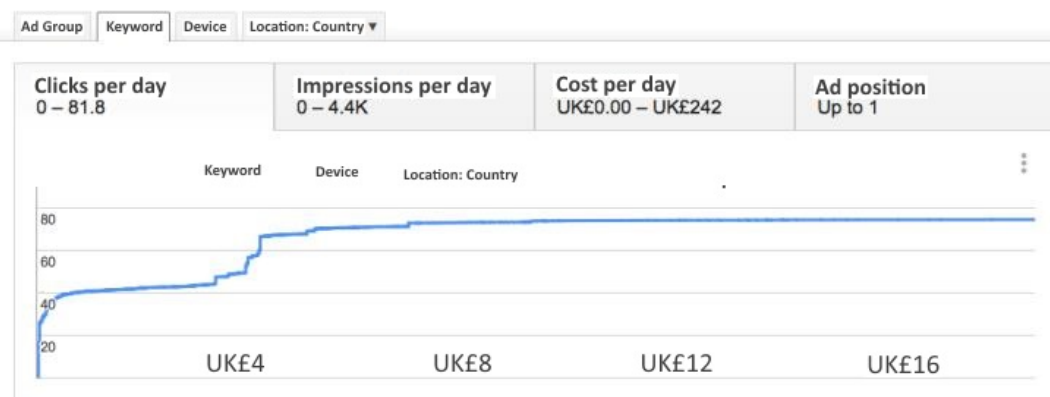
Ad group ideas		Keyword Ideas			Download	Add all (59)
Ad group (by relevance)	Keywords	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
Course On Digital (41)	digital marketing co...	11,340	High	UK£3.48	0%	»
Marketing Consulta...	digital marketing co...	14,300	High	UK£5.65	0%	»
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: A

Question No : 13 - (Topic 1)

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: A

Question No : 14 - (Topic 1)

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: A

Question No : 15 - (Topic 1)

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: A

Question No : 16 - (Topic 1)

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: A

Question No : 17 - (Topic 1)

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: