



1. Explain what is digital marketing?

Digital marketing is the brand marketing tactics through the internet. It includes various techniques like SEO, SEM and link building.

2. How can you categorize the digital marketing?

The digital marketing/communication is categorized into two segments

- **Inbound Marketing:** This techniques takes the help of social media, digital content in e-books, webinars or e-newsletter to increase the number of clicks on links and learn more about a company and its services.
- **Outbound Marketing:** This segment includes placing ads, cold-calls, e-mails or reach out potential customers through digital mediums.

3. Explain what is SEO?

Search Engine Optimization widely known as SEO is the process of improving the structure, content and organization of your site, so that the Search engines can index them correctly. It also involves doing promotional activities to boost your search engine rank.

4. Explain what is a keyword in digital marketing ? How important is it from the point of SEO?

“Keyword” in digital marketing is the word that a user’s or person enters into a search engine to find specific information.

From SEO point of view, for better page ranking keywords are very crucial. How and where you have used the keywords will reflect your site ranking.

5. Mention what are the key areas where you can use keywords to optimize the site ranking?

For better page ranking, you must use the keywords in following areas:

- Keyword in Website URL
- Keyword in Website Title
- Keyword in Meta tag
- Keyword in Web page content



- Keyword density in body text
- Keywords in Headlines

6. Explain what is PPC or Pay Per Click advertising?

Pay Per Click also known as Cost Per Click, is a technique used to direct traffic to websites. In this technique, advertisers pay the publisher (website owner or host of the website) when the ad is clicked. In other words, it is the amount spent to get an advertisement clicked.

7. Mention what are the primary models for determining Pay-Per-Click ?

The primary models for determining Pay-Per-Click are:

Flat rate PPC : In this type of model, both publisher and advertiser agree to a fixed amount that will be paid for each click. In most time, the publisher has a rate card for PPC plan based on different areas of their website or network. The amount varies as per the content that generally attracts more or less people.

Bid based PPC : In this type of model, the advertiser competes with other advertisers in a private auction hosted by a publisher. The advertiser will inform publisher for the maximum amount of bid he is willing to pay.

8. Explain what is Google Adwords?

Google Adwords is the single most popular PPC advertising system in the world. It works on Pay per click model.

The AdWords platform enables the business to create ads that appear on Google search engine and their other properties.

9. Mention what is an effective PPC keyword should be like?

An effective PPC keyword should be:

Relevant : List out the targeted keywords

Expansive: PPC is iterative, therefore the keyword list should be constantly growing and adapting



10. Mention what are the key elements to optimize the conversion rates per PPC?

- Conversion rate is nothing but to bring more visitors to your site. To increase the conversion rates you have to focus on following things.
- Write compelling content on your site that is relevant to the keyword or search query.
- Maintain a high degree of relevance between your ads and corresponding landing pages.
- The webpage should have an easy registering process, signing up for a newsletter or making a purchase.
- Check design of your landing page which should have a right combination of color, layout and GUI to attract more customers.

11. Explain what is on-page and off page optimization?

- **Off page optimization:** It is the process of boosting your search engine ranking by getting external links pointing back to it.
- **On page optimization:** On page optimization directly deals with the content and structure of the website.

12. What one should do to avoid the penalty?

- Do not link to any other site with bad page rank
- Avoid Poison words, for example word “link”, when you hypertext this text to give the link to your site it becomes poison words
- Avoid stealing text or images from other domains
- Avoid re-directing users to another page through refresh meta-tags – don’t immediately send user or visitors to another page even before he or she clicked on the web page link

13. Mention what are the characteristics of “bad links” ?

The characteristics of “bad links” are:

- Links from sites that are unrelated to your sites
- Links from low Page Rank and Low traffic
- Links from link exchanges



- Links from those sites that are not in Google index
- Paid links
- Link from the same anchor texts coming from multiple sites
- Spammy links from blogs or articles.

14. Match each of these digital communications channels to their description

- a. Using banners and rich media to achieve brand awareness and encourage clickthrough to a target site (Ans: Opt-in E-mail marketing)
- b. Renting lists or placing ads in third-party e-newsletters or the use of an in-house list for customer activation and retention. (Ans: Interactive advertising)
- c. Online word of mouth – messages are forwarded to help achieve awareness and, in some case, drive response (Ans: Viral and social media marketing)

15. _____ is a digital communications technique which involves improving visibility and monitoring sentiment within social networks and blogs.

✓ **E-PR**

- Email Marketing
- None of the above
- SEO.

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18.What's the most important thing to focus on when you create content for your site?

- ✓ **High quality unique content**
- how to rank better in google search
- adding more colourful infographics
- all of the above

19.A visitor is having difficulty finding pages he's looking for on your site. How can you make it a better user experience for him?

- add an author biograph
- ✓ **create a better navigation bar**
- add informative pictures

20.How does Google understand the content on a site?

- By reviewing and categorising the content manually
- ✓ **By crawling the site using Googlebot**
- By looking over the information you submit to Google Search

21.Which is not a correct way to verify your site ownership in Search Console?

- add a meta tag to your HTML
- ✓ **add a link to google+ profile on the homepage of your site**
- use your Google Analytics or Google Tag Manager account



22. A method of marketing by electronic mail wherein the recipient of the message has consented to receive it is called

- Search Marketing
- Internet advertising
- ✓ **Permission-based email marketing**
- Social web marketing

23. Which of the following is not a type of digital marketing activity?

- ✓ **Print advert**
- SEO
- SEM
- Email Marketing

24. An advertising model used in which advertisers pay their host only when their sponsored ad or link is clicked, is called:

- ✓ **Pay Per Click (PPC)**
- Search Engine Optimization (SEO)
- Contextual Advertising
- Digital Asset Optimization (DAO)

25. Which of the following refers to unsolicited electronic messages?

- Opt-in email
- Consent marketing
- ✓ **Spam**
- Opt-out email

26. This attempts to improve rankings for relevant keywords in search results by improving a website's structure and content

- SEM
- ✓ **SEO.**
- SST.
- SFA.



27. This operates algorithmically or using a mixture of algorithmic and human input to collect, index, store and retrieve information on the web (e.g. web pages, images, information and other types of files). It makes the information available to users in a manageable and meaningful way in response to a search query. This is referred to as:

- Banner Ads
- Pop-up Ads
- ✓ A search engine
- Apps