

**Started on** Wednesday, 30 December 2020, 5:23 PM

**State** Finished

**Completed on** Wednesday, 30 December 2020, 5:24 PM

**Time taken** 1 min 19 secs

**Marks** 1.33/4.00

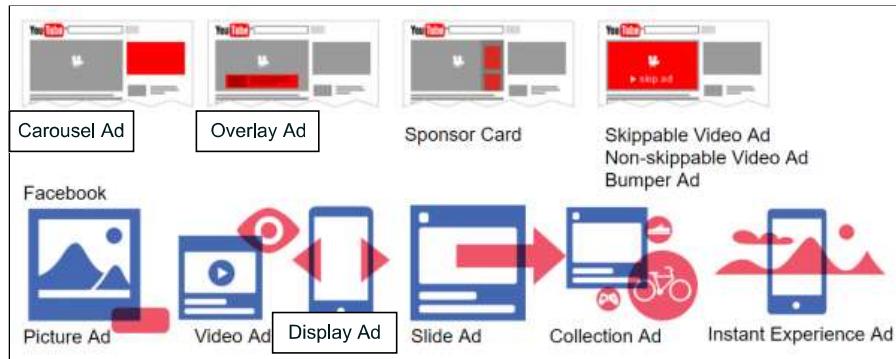
**Grade** 3.33 out of 10.00 (33%)

#### Question 1

Partially correct

Mark 0.33 out of 1.00

Drag and drop the correct box that matches the following image.



Your answer is partially correct.

You have correctly selected 1.

Youtube ads, in general, are not actually cost effective.

What you want to be careful about here is targeting.

Audience targeting works best for other ads.

For example, when someone who likes sheep dish is looking at a gaming blog, they might see a sheep dish caterer and order it.

But in general, audience targeting is less likely to work with Youtube ads.

When they try to watch a video of the game and it's catering to a sheep dish, they skip it.

That's why content targeting works so well. You should choose a program or video to advertise on.

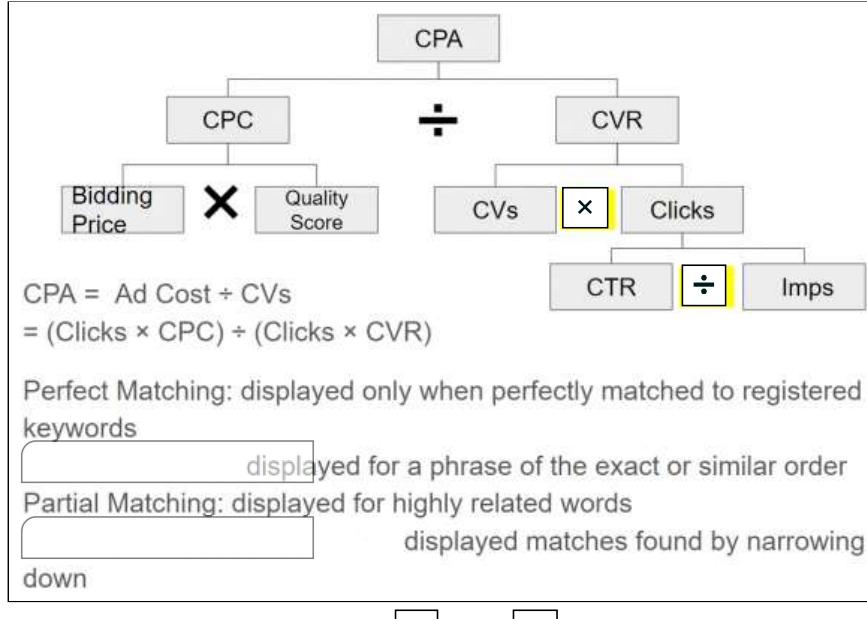


**Question 2**

Incorrect

Mark 0.00 out of 1.00

Drag and drop the correct term and symbol that fit in the image.



Phrasal Matching

Narrow-Down Partial Matching

Narrow-Down Matching

Narrow-Down Phrasal Matching

Your answer is not correct.

These terms are used as common sense in search engine based operational advertising. If you don't get operational results, this is where you should start to question it.

And in many cases, it's faster to talk to them while looking at the operation screen than to ask them to create a report.



**Question 3**

Incorrect

Mark 0.00 out of 1.00

Drag and drop the correct box that fits in the following statements.

**Search Engines Research**

How many pages were searched for in the search query ([ degree of difficulty ] ✗ )

[ long-term trend ] ✗ of words that are often combined in search queries.

**Google Trends Research**

[ suggest ] ✗ of the number of searches for search terms in Google Trends.

**Keyword Planner Research**

[ page views ] ✗ that the number of times your site has been searched for a search keyword that is not a hit, and

[ rank ] ✗ of how much the competition is bidding.

**Search Console Research**

The number of searches on owned media search terms, clicks, [ Q&A site ] ✗ .

**Others**

[ sessions ] ✗ and message boards to find out user needs.

[ hits ]

[ volume ]

Your answer is not correct.

The search console has a really wide range of features. Not only does it give you information about the search engines, but also information about the mobile display, speed, advice on problems, etc. It's free all the way around, and we recommend installing general search console, which includes Bing. Also, be sure to visit the Q&A site. In fact, it is very important to know the concerns and counseling of people on these sites than search engine support tools. Many SEO and listing experts start by taking a good look at sites like this and getting to know people's concerns, thoughts and feelings. You should all understand the feelings of different people. That's the starting point for marketing.

The correct answer is:

Drag and drop the correct box that fits in the following statements.

**Search Engines Research**

How many pages were searched for in the search query ([hits])

[suggest] of words that are often combined in search queries.

**Google Trends Research**

[long-term trend] of the number of searches for search terms in Google Trends.



## Keyword Planner Research

[volume] that the number of times your site has been searched for a search keyword that is not a hit, and [degree of difficulty] of how much the competition is bidding.

## Search Console Research

The number of searches on owned media search terms, clicks, [rank].

## Others

[Q&A site] and message boards to find out user needs.

### Question 4

Correct

Mark 1.00 out of 1.00

When you use Instagram insights only on smartphones, you need to switch to a business account to see your account's impressions and what it reaches. Choose the correct answer that fits the following statements.

- Research Facebook page analysis with Facebook  ✓
- Research Twitter analysis with Twitter  ✓
- Research Instagram analysis with Instagram Insights

Using  ✓ for gaining users is highly recommended for measuring results since it's getting harder to gain users  ✓, especially on Facebook

Your answer is correct.

Do your ad management and analytics to identify the posts that will get users' attention. There are different tools that can be used to measure different media, so make sure you understand each one and measure their effectiveness. If you don't get your users to come to you, you can't analyze them, so use advertising. On top of that, make sure your posts are relevant to your users.

The correct answer is:

When you use Instagram insights only on smartphones, you need to switch to a business account to see your account's impressions and what it reaches. Choose the correct answer that fits the following statements.

- Research Facebook page analysis with Facebook [insights]
- Research Twitter analysis with Twitter [analytics]
- Research Instagram analysis with Instagram Insights

Using [ads] for gaining users is highly recommended for measuring results since it's getting harder to gain users [organically], especially on Facebook

Jump to...

+Surveys on Chapter 5 ►

