



# Mock Exam By Tech Xtreme

Learn the fundamentals of digital marketing, and help grow your business or career.

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## Question 1

What's the biggest challenge for most businesses when going online?

- ( A ) Planning a budget
- ( B ) **Developing a plan**
- ( C ) Optimizing a website
- ( D ) Defining a customer base

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## Question 2

Web analytics can tell you many things about your online performance, but what can analytics tools not tell you?

- ( A ) What your customers are doing on your website
- ( B ) Where your customers have come from before visiting your website
- ( C ) **Where your customers go after leaving your website**
- ( D ) What your customers are looking for on your website

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## Question 3

Website hosting servers have their own unique IP address, what does this address consist of?

- ( A ) Numbers and letters

( B ) Numbers

( C ) Letters

( D ) Letters and symbols

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#### Question 4

When defining a strategy for your business, how can competitor analysis help you establish a USP (or Unique Selling Point)?

( A ) It can enable you to offer discounts that compete directly with your competitors' pricing

( B ) It can identify how your offering is different in comparison to your competitors

( C ) It can give you deeper insight into the market and their approach

( D ) It can reveal which additional regions you could be operating in so that you can grow your business

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#### Question 5

You notice that when people see images of your products online, you have an increase in conversions or sales. Which customer touchpoint could you use to take advantage of this insight?

( A ) Shopping bags

( B ) Blog content

( C ) YouTube

( D ) Social media

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#### Question 6

How can businesses benefit from using analytics on their website?

( A ) It will show you where your audience comes from

( B ) It will list which pages your audience does not like

( C ) It will show where your customers go after they've left your site

( D ) It will show you why your audience visit your site

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### Question 7

Websites are hosted on a server and each of these servers has its own unique IP address. What does the 'IP' stand for?

- ( A ) Internet Position
  - ( B ) Internet Placement
  - ( C ) Internet Privatization
  - ( D ) **Internet Protocol**
- 

### Question 8

When designing content as part of your content marketing strategy, what does the 'Think' stage represent in the 'See, Think, Do, Care' framework?

- ( A ) **The consideration phase, when customers start to research potential products to buy**
  - ( B ) The finance stage, when customers think about their budgets
  - ( C ) The action stage, the moment when customers commit and purchase your product
  - ( D ) The sharing stage, when customers share images and feedback on your products
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### Question 9

Which are the first steps you should consider when constructing an online business strategy?

- ( A ) Understand the target audience
  - ( B ) Change your mission statement to match the goals
  - ( C ) **Create goals and identify a USP**
  - ( D ) Define and segment your audiences
- 

### Question 10

Where does the domain name of a website primarily sit?

- ( A ) In the URL
  - ( B ) In the coding of your header image
  - ( C ) In your navigation menu
  - ( D ) In your logo's hyperlink
- 

### Question 11

When planning your website, what is one of the key things you should consider?

- ( A ) The order your products will appear on the site
  - ( B ) What you want your customers to do on the site
  - ( C ) How customers will interact with the site
  - ( D ) What your customers want to see on the site
- 

### Question 12

When considering whether to have a web presence for your business, which of the following is not a major factor?

- ( A ) Technology
  - ( B ) Cost
  - ( C ) Scope
  - ( D ) How long you've been in business
- 

### Question 13

When you're building a business website, what purpose does a server have?When you're building a business website, what purpose does a server have?

- ( A ) It manages your website
- ( B ) It hosts your website

( C ) It promotes your website

( D ) It secures your website

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#### Question 14

When looking to advertise a new business online, what is one of the major benefits of display ads?

( A ) They are seen by everyone

( B ) They have higher click-through rate

( C ) **They can come in many different formats**

( D ) They don't cost too much to set up

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#### Question 15

Imagine a customer has downloaded an app made by their local hardware store. How could that business connect with their audience through the app?

( A ) Call the customer when there is an offer they'd enjoy

( B ) See where their customers are and monitor their shopping behaviors

( C ) **Send them offers when they enter a certain geographical area**

( D ) Add items to their in-app basket that you think they'd like

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#### Question 16

What is the term we use to describe how search engines categorize each piece of content?

( A ) Listing

( B ) Crawling

( C ) **Indexing**

( D ) Ranking

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### Question 17

When using a search engine, what is the name of a word or phrase somebody types to find something online?

- ( A ) Search phrase
  - ( B ) Search term
  - ( C ) **Search query**
  - ( D ) Search word
- 

### Question 18

When looking to optimise the performance of a website to improve its search engine ranking, using 'long tail keyword terms' in your SEO plan often allows you to...

- ( A ) Outrank lots of larger, more established companies
  - ( B ) **Find more opportunities**
  - ( C ) See more traffic than short tail keywords
  - ( D ) Perform better on social media
- 

### Question 19

Gaining backlinks to your website is a great way to improve the SEO performance. What best practice will encourage people to link back to your site?

- ( A ) Pay people to link back to your site
  - ( B ) **Write some great content they will find useful**
  - ( C ) Ensure your staff link back to your site
  - ( D ) Link to them first, regardless of whether they have anything interesting on their site
- 

### Question 20

There are many ways you can improve the performance of a website from an SEO perspective. When it comes to link building, which of the following statements is accurate?

- ( A ) The quantity of links is important, not the quality
  - ( B ) **The quality of links is important, not the quantity**
  - ( C ) Links hidden within code on sites improves your SEO performance
  - ( D ) Links hidden within images on sites improves your SEO performance
- 

#### Question 21

Which of the following will be achieved by including an offer in a Search Engine Marketing (SEM) ad?

- ( A ) **It will help the ad stand out and encourage people to click it**
  - ( B ) It will guarantee the ad appears at the top of the search results
  - ( C ) It will increase the amount of users across your entire website
  - ( D ) It can increase the quality score of your ad
- 

#### Question 22

Fill the blank: When managing SEM campaigns, the best way to optimise your quality score is to improve the \_\_\_\_\_ of your keywords, adverts, and landing pages.

- ( A ) **relevance**
  - ( B ) conversion
  - ( C ) clicks
  - ( D ) importance
- 

#### Question 23

When fine-tuning paid search ads, you change a broad-match keyword to a phrasematch keyword using which symbol?

- ( A ) **Quotation marks**
- ( B ) Apostrophes

( C ) Italics

( D ) Square brackets

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#### Question 24

When running a search engine marketing campaign, what goal do you expect to achieve by having conversion tracking on your site?

( A ) To see personal data about the person who bought from you

( B ) To understand what is working and what is not

( C ) To increase your budget to get more traffic

( D ) To advertise internationally more easily

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#### Question 25

Search engines see the content on a website as written code. How can you help search engines identify the images on your website?

( A ) Place them well within your text

( B ) Make them eye-catching

( C ) Put branding on them

( D ) Give them descriptive names

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#### Question 26

When looking to increase the presence of a website, putting together your search engine optimization plan will help you plan your steps. Which activity would be first on the list?

( A ) Choosing what images to put on your website

( B ) Reserving all the social profiles that you will be using for the business

( C ) Finding people who will link back to your website

( D ) Keyword Research

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### Question 27

When optimising a website for search, what impact do meta and title tags have on the search engine?

- ( A ) They are hidden messages that have no bearing on search engines
  - ( B ) They are the on-page content that appears on your homepage, telling search engines what you do
  - ( C ) They are automatically generated and help websites rank within search engines
  - ( D ) They are embedded messages that help the search engine determine what's on the page
- 

### Question 28

When advertising on search engines, if you bid the same as your competitor, having a higher quality score will mean you appear where in comparison?

- ( A ) Alongside them
  - ( B ) Below them
  - ( C ) On the next page after them
  - ( D ) Above them
- 

### Question 29

When advertising using Search Engine Marketing (SEM), you only pay...

- ( A ) when your ad appears within the search results
  - ( B ) when a conversion happens on your website
  - ( C ) when your ad is clicked by someone
  - ( D ) when someone stays on your website for more than 2 minutes
- 

### Question 30

What can you achieve if you divide your search engine marketing account into relevant campaigns and ad groups?

- ( A ) Drive more traffic to your website
  - ( B ) Target more people in different areas of the world
  - ( C ) Ensure people see relevant ads that relate to their search query
  - ( D ) Stop using negative keywords
- 

### Question 31

What is the most important thing to consider when optimizing a search engine marketing campaign?

- ( A ) Increasing the bid for the keywords you are targeting
  - ( B ) Increasing the relevance of the keywords, ads, and landing page
  - ( C ) Adding lots of keywords to the campaign to get more traffic
  - ( D ) Continually changing the ad copy
- 

### Question 32

What's the first step in the search engine optimization process for your website?

- ( A ) Off-site optimization
  - ( B ) Keyword research
  - ( C ) Writing fresh content
  - ( D ) Setting an ad budget
- 

### Question 33

When ranking websites on search engine results pages, which element of a website do search engines value the most?

- ( A ) How long the content on the page is
- ( B ) If you mention keywords over 50 times in a short piece of content

( C ) Unique, engaging, relevant content

( D ) Where you are in the world when adding content to your site

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#### Question 34

A lot of factors can affect how well a website will rank on search engines. What role does metadata have in this process?

( A ) Helps your website stand out from the competition

( B ) Allows you to input lots of keywords so that you appear for all of them

( C ) Provides search engines with more consistent and clear information about what's on the website

( D ) Allows you to place sales promotion offers within the search results

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#### Question 35

Which of the following is a benefit of Search Engine Marketing (SEM)?

( A ) Reach out to potential customers actively looking for your product or service

( B ) Create different types of ad formats to show to potential customers

( C ) Target people based on their interests and habits

( D ) SEM is a lot cheaper than any other advertising medium

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#### Question 36

If you want to track a completed order in your website, what would be a proper place to add the conversion tracking code?

( A ) Website's homepage

( B ) Order confirmation page

( C ) Order form page

( D ) Contact us page

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### Question 37

. Fill the blank: When optimising SEM campaigns, negative keywords \_\_\_\_\_ your ads from appearing when people search for things that aren't relevant to your business.

( A ) prevent

( B ) secure

( C ) increase the chance of

( D ) decrease the chance of

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### Question 38

Fill the blank: 'Search engines \_\_\_\_\_ the internet to discover content.'

( A ) index

( B ) crawl

( C ) investigate

( D ) rank

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### Question 39

. What are three key considerations when evaluating keywords for search engine optimization?

( A ) Competition, cohesiveness, relevance

( B ) Frequency, competition, relevance

( C ) Relevance, cohesiveness, execution

( D ) Frequency, execution, relevance

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### Question 40

We use them every day, but what is the overall purpose of a search engine?

( A ) To position websites based on how popular they are

- ( B ) To display websites in a random order to increase site traffic
  - ( C ) To ensure every business gets an equal number of site visits
  - ( D ) To help the user find the most relevant answer to their query
- 

#### Question 41

Which search query would trigger an ad based on this keyword: [London portrait photographer]?

- ( A ) Portrait photographer London
  - ( B ) London photographer
  - ( C ) London portrait photographer
  - ( D ) Photographers in London
- 

#### Question 42

Google Search Console “Crawl” reports let you monitor...?

- ( A ) If potential customers can access your web pages
  - ( B ) If Google can view your web pages
  - ( C ) How people interacts with your website
  - ( D ) What information Google records about your site
- 

#### Question 43

To improve your website’s SEO performance, when should you consider updating your SEO plan?

- ( A ) When you write a new blog post
  - ( B ) When you have a sale or promotion
  - ( C ) When you add a new service or product
  - ( D ) When you employ new staff
-

#### Question 44

When trying to promote your business locally, what three key bits of information should be present in your directory listing?

- ( A ) **Business name, address, phone number**
  - ( B ) Personal name, business name, postcode
  - ( C ) Name, PO box, freephone number
  - ( D ) Business name, CEO, company registration number
- 

#### Question 45

Fill the blank: When it comes to promoting a business locally, search engines can \_\_\_\_\_ your business in the search results page if the user is near your location.

- ( A ) **prioritize**
  - ( B ) highlight
  - ( C ) hide
  - ( D ) promote
- 

#### Question 46

Using social media for business purposes can be very different to running personal profiles. If you're looking to attract people to your social network, what tone of voice should you consider?

- ( A ) Stern & Serious
  - ( B ) Serious & Honest
  - ( C ) Fun & Inviting
  - ( D ) **Engaging & Inviting**
- 

#### Question 47

When it comes to knowing which social media platforms to focus your efforts on, how can you work out which one will work best for you?

- ( A ) Compare follower numbers across platforms
  - ( B ) **Use online analytics tools to measure engagement**
  - ( C ) See what competitor businesses are using
  - ( D ) Ask friends and family which platforms they use
- 

#### Question 48

Mobile apps are a great tool to engage with customers on the go. What is one of the major benefits of a mobile app over a website?

- ( A ) **Apps allow you to send push notifications**
  - ( B ) Apps are easy to access on the app store
  - ( C ) Apps generally work on more mobile devices
  - ( D ) Apps allow you to collate more data on your customers
- 

#### Question 49

When looking to create video content for your marketing strategy, what three best practices should you look to include?

- ( A ) Short, technical, include a call to action
  - ( B ) Relevant, short, entertaining
  - ( C ) Short, entertaining, include a call to action
  - ( D ) **Short, relevant, include a call to action**
- 

#### Question 50

Fill in the blank: When search engines use factors like geolocation, IP address and locationbased search terms to produce geographically tailored results, this is called \_\_\_\_\_.

- ( A ) **Local Search**

- ( B ) Geo search
  - ( C ) Mobile search
  - ( D ) Organic search
- 

#### Question 51

Why is it important to reach customers on their mobiles when advertising locally?

- ( A ) People use their phones while they are on the go
  - ( B ) Ads are smaller in mobile devices and therefore cheaper
  - ( C ) People prefer to receive adverts on their mobile
  - ( D ) Everyone has a mobile phone
- 

#### Question 52

When looking to promote a business on social media, what is a good way to grow your social media following or engagement quickly?

- ( A ) Paid advertising
  - ( B ) Pay for followers
  - ( C ) Follow all of your competitors' followers
  - ( D ) Overuse hashtags
- 

#### Question 53

When building a website for a business, what type of design should it have in order to be 'mobile friendly'?

- ( A ) A scaled design
- ( B ) A visual design
- ( C ) A responsive design
- ( D ) An integrated design



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#### Question 54

When designing mobile advertising campaigns, what is a best practice to identify which keywords to target?

- ( A ) Ask your audience what they search for when looking for similar products
  - ( B ) Use the Google Keyword research tool or Bing Keyword research tool
  - ( C ) Use a tool to harvest the keywords your competitors are using
  - ( D ) Use all the usual keywords from your website in your advertising account
- 

#### Question 55

Because online attention spans are shorter, a great hook or opening sentence is important to draw people in.' What is this a best practice example of?

- ( A ) Writing engaging online copy
  - ( B ) Keeping the target audience in mind
  - ( C ) Understanding the user journey
  - ( D ) Being consistent in your approach to copy
- 

#### Question 56

Why is social media a great tool for your business to build trust and engagement with your audience?

- ( A ) You can share offers and discounts exclusively to your following
  - ( B ) You can share blogs from other businesses to cover more than what you do
  - ( C ) You can share honest reviews about your product or service
  - ( D ) You can connect with customers at any time of the day
- 

#### Question 57

What type of tool can be used to monitor and evaluate your social media audience's actions on your website?

- ( A ) Content scheduling tools
  - ( B ) Audience profiling tools
  - ( C ) Social media analytic tools
  - ( D ) **Website analytic tools**
- 

#### Question 58

Which of the following is a core benefit that content marketing can bring to a business's online presence?

- ( A ) **It can improve sales by directing more traffic to your website**
  - ( B ) It can enable a business to create a bank of content, which can be reused to create ads
  - ( C ) It helps a company identify its biggest competitors
  - ( D ) It provides you with another channel to push sales and promotional messages to customers on a regular basis
- 

#### Question 59

When looking to get noticed locally online, what information should you ensure is on your website as a minimum?

- ( A ) Your social media links
  - ( B ) An interactive map
  - ( C ) **Your physical location details**
  - ( D ) Business registration number
- 

#### Question 60

When it comes to mobile, how would you define usability?

- ( A ) The visitor's time navigating your site
- ( B ) **The visitor's experience on your site**

( C ) The visitor's general time on your site

( D ) The visitor's purpose when on your site

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### Question 61

Which of the following actions would be most effective for a business to take in order to help them progress towards achieving their content marketing goals?

( A ) Personalising content to make each customer feel important, taking into account available data about each individual customer.

( B ) Reducing the number of channels used for content marketing to only those channels with the highest referral numbers, thus saving money

( C ) Identifying audiences who view their content, and ensuring those specific audiences get targeted in the future, with the aim of increasing sales

( D ) Refining their content marketing strategy as they go, taking into account available data and metrics

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### Question 62

With more and more users using mobile to look at websites, it is key that you optimise your site so users can find it when searching online. Which two elements should you look to optimize for improved SEO performance?

( A ) Site speed and usability

( B ) Keywords and metadata

( C ) Image size and navigation

( D ) Site speed and visual appearance

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### Question 63

Mobile advertising is a great tool for marketers, but all that good work could be undone if your website isn't what?

( A ) Optimized for different devices

( B ) Visually engaging

( C ) Full of relevant information

( D ) Text heavy

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### Question 64

Which of the following tools could be used to gain an insight into the phrases and questions people search for about a given subject online?

( A ) **Answer The Public**

( B ) Google Ads Editor

( C ) Facebook business manager

( D ) EM Rush

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### Question 65

Digital marketing isn't just about selling your products internationally. It can be used to great effect for local businesses. What do we mean by 'local businesses'?

( A ) **A business that operates from a specific geographic location**

( B ) A business that is within a 5km radius from the customer

( C ) A business that has existed within a community for more than 5 years

( D ) A business that only provides a service based product

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### Question 66

Which of the following would be described as a good business goal to set for your social media campaigns?

( A ) Increase staff morale

( B ) **Increase audience engagement**

( C ) Increase customer satisfaction

( D ) Increase overall profit

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### Question 67

When looking to advertise your business to mobile users, social media advertising can be really effective because...

- ( A ) it allows you to target people who have ad blockers enabled
  - ( B ) it can be seen by people who aren't logged into their accounts
  - ( C ) it allows you to target people based on their likes and interests**
  - ( D ) it doesn't cost too much to spread your ads far
- 

#### Question 68

There are lots of social media platforms out there, but what is a benefit of using smaller, more niche social media platforms for your business?

- ( A ) People on niche platforms are more likely to engage with you
  - ( B ) Your content will be put in front of specific audiences**
  - ( C ) Your content will be seen by a mix of different people, gaining more views and likes
  - ( D ) It enhances your brand to be seen on more specific social media platforms
- 

#### Question 69

What are the benefits of using social media when looking to advertise your business locally?

- ( A ) People trust local businesses on social media
  - ( B ) You can target ads to a specific local audience**
  - ( C ) You can make video ads promoting the area
  - ( D ) People use social media more than they use search engines
- 

#### Question 70

Local directories are a great tool for getting noticed locally online. What would be the first step in using a directory?

- ( A ) Research competitors
- ( B ) Create a listing**

( C ) Create an ad

( D ) Post a link

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### Question 71

Building a plan will help you to focus your efforts when using social media. What should you consider when making your social media plan?

( A ) Your audience's data

( B ) **Your audience's interests**

( C ) You audience's available income

( D ) Your audience's offline behavior

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### Question 72

When looking at your email marketing metrics, Click Through Rate (or CTR) highlights which of the following insights?

( A ) % of people that made a purchase after receiving the email

( B ) % of people that opened the email out of the total recipients

( C ) **% of people who clicked on a link in the email out of the total recipients**

( D ) % of people who were sent the email against the total number of conversions made

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### Question 73

When advertisers run online ads that typically include an image for people to click on, it's called...

( A ) Search Engine Optimization

( B ) Banner advertising

( C ) **Display advertising**

( D ) Webpage advertising

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#### Question 74

Which form of targeting would you use to display ads to people who have previously visited your website?

- ( A ) Search advertising
  - ( B ) Reacquiring
  - ( C ) Readvertising
  - ( D ) **Retargeting**
- 

#### Question 75

Which of the following is the most accurate analogy for a display advertising network?

- ( A ) A targeting option for publishers
  - ( B ) **A marketplace between online publishers and advertisers**
  - ( C ) A payments system for online ad campaigns
  - ( D ) A targeting option for advertisers
- 

#### Question 76

What is one of the benefits of using templates for your email marketing campaigns?

- ( A ) **You can reuse the same template**
  - ( B ) They are always free
  - ( C ) You can duplicate the design of your website
  - ( D ) Templates work better on mobile
- 

#### Question 77

Which of the following is a benefit of search advertising over display advertising?

- ( A ) Search ads are more likely to be clicked on
  - ( B ) Search advertising is cheaper than display advertising
  - ( C ) Search advertising allows ads to be created in multiple formats
  - ( D ) Search advertising is shown to customers who are searching for your specific terms
- 

#### Question 78

Why is it important that you set goals when planning your display ad campaigns?

- ( A ) To help determine the best way to collate customer data
  - ( B ) To help determine the performance and allow for optimization
  - ( C ) To help determine where your budget will be spent
  - ( D ) To help determine the performance of your competition
- 

#### Question 79

If the analytics for your video campaign shows people are only watching the first few seconds of your video, what can you do to try and amend this?

- ( A ) Change the colors to be more eye-catching
  - ( B ) Change how much your branding is shown in the video
  - ( C ) Update the description to tell people more about the video
  - ( D ) Delete the video and try again with edited content
- 

#### Question 80

When it comes to email marketing, what do we mean by the term A/B testing?

- ( A ) A/B testing means you can split your contacts alphabetically A/B testing means you send the same email twice to the same p
- ( B ) A/B testing means you send the same email twice to the same people
- ( C ) A/B testing means splitting your audience and sending each of them a different variation of your email



( D ) A/B testing means it is spell checked and proofed, prior to hitting send

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#### Question 81

Which of the following is a benefit of display advertising over search advertising?

- ( A ) Display advertising is cheaper than search advertising
  - ( B ) **Appearing on relevant websites offering advertising space**
  - ( C ) Ads can appear at the top of search engine results pages
  - ( D ) Display ads are more likely to be clicked on
- 

#### Question 82

What can you do to help your videos appear in search results?

- ( A ) Make the content really interesting
  - ( B ) **Give detailed descriptions of its content**
  - ( C ) Clearly brand your videos
  - ( D ) Include calls to action within the videos
- 

#### Question 83

When planning your display advertising, what does the word 'placement' mean?

- ( A ) **The exact location of your ad on a particular page of a website**
  - ( B ) The size and position of your ad
  - ( C ) The exact location of your ad on search engine results pages
  - ( D ) The position of text within your ad
- 

#### Question 84

When discussing display advertising, what is an ad network?

- ( A ) A way to get free traffic to your site
  - ( B ) A directory of lots of websites that sell the same products as you do
  - ( C ) An online store of images you can use within your content
  - ( D ) **A platform allowing the advertiser to advertise on websites within the network**
- 

#### Question 85

When using display advertising, what could you include in an ad to achieve the goal of driving more sales?

- ( A ) **Promotions and special offers**
  - ( B ) Personalized messages
  - ( C ) Location specific information
  - ( D ) Product shots and detailed information
- 

#### Question 86

Retargeting allows you to...

- ( A ) **Target users, based on the specific actions they take on your site**
  - ( B ) Target people, based on their likes and interests
  - ( C ) Appear higher within the search results
  - ( D ) Target people before they come to your website
- 

#### Question 87

Which of the following factors can impact the open rate of your email campaigns?

- ( A ) The amount of links contained in the email
- ( B ) The number of images in your email

( C ) The opportunity for customers to opt-out

( D ) **The subject line of the email**

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#### Question 88

How can you attract social media users to share your video content online?

( A ) Tag them in posts

( B ) **Use hashtags**

( C ) Make them funny

( D ) Use subtitles

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#### Question 89

When using analytics programmes on your website, which of these do not fall under the category of a dimension?

( A ) The device users access the site with

( B ) **The time a user spends on the site**

( C ) The browser a user uses to visit the site

( D ) The geographical location of the user

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#### Question 90

How can your business benefit from video without making one yourself?

( A ) **Advertising on other people's videos**

( B ) Commenting on other people's videos

( C ) Sharing other people's videos

( D ) Interacting with other people's videos

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### Question 91

In the world of analytics, tracking the type of device the user accessed your site by is considered which type of data?

( A ) Conversion

( B ) **Dimension**

( C ) Access

( D ) Metric

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### Question 92

Fill the blank: When you link Google Ads with Google Analytics you are able to understand which \_\_\_\_\_ are driving performance.

( A ) Organic keywords

( B ) Social media ads

( C ) **Paid keywords**

( D ) Directories

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### Question 93

What do website analytics allow you to do?

( A ) Set up advertising accounts to drive continuous improvement

( B ) **Understand users behaviour and improve the effectiveness of your digital marketing efforts**

( C ) Interact with customers on your website to increase conversion

( D ) Predict your users next move based on previous data

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### Question 94

Why should you avoid focusing on collecting as much data as possible?

( A ) Vast quantities of data will take a long time to process

( B ) Large amounts of data are harder to store online

( C ) **The right information, at the right time, is more valuable**

( D ) Spreadsheets have a limit on the amount of information they can store

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#### Question 95

How is a spreadsheet defined?

( A ) **An interactive computer application for the organization, analysis and storage of data**

( B ) A static collection of related data tables that can be queried to locate specific fields

( C ) A tool for storing large amounts of numerical data, but not text-based data

( D ) A digital balance sheet to keep track of financial transactions

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#### Question 96

When using analytics on your website, what do we mean by the term 'conversion'?

( A ) The act of a user coming from a certain geographical location

( B ) The act of a user spending a certain amount of time on the site

( C ) The act of a user meeting a specific metric

( D ) **The act of a user completing a goal**

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#### Question 97

When it comes to web analytics, what insights can you gather using analytics tools?

( A ) What websites users visit after leaving your website

( B ) How you currently rank in search engines

( C ) **How people interact with your website**

( D ) How people interact with your competitors' websites

---

### Question 98

When using web-based analytics tools, by segmenting the data you will be able to achieve which of the following?

- ( A ) Bid higher within your SEM advertising account
  - ( B ) Find insights that can help you identify where to make improvements
  - ( C ) Build better social media profiles
  - ( D ) Run advertising in other countries around the world
- 

### Question 99

When creating a presentation based on lots of data, what principle should you bear in mind?

- ( A ) Show all the information available, to give your audience as much context as possible
  - ( B ) Tailor your approach to your audience in order to tell a better story
  - ( C ) Stick to visual graphics only, as everyone will prefer this presentation format over tables and text
  - ( D ) Present all information in the same way because everyone interprets things similarly
- 

### Question 100

How do you handle data in analytics to gain greater insights into our audience's behavior?

- ( A ) Partition
  - ( B ) Sample
  - ( C ) Segment
  - ( D ) Extract
- 

### Question 101

What is the benefit of using digital data?

( A ) It can help you make informed decisions and improve online performance

( B ) Digital data is always 100% accurate

( C ) Digital data allows you to save money on offline analytics

( D ) Using digital data allows you to automatically reach more customers

---

#### Question 102

When using analytics programs on your website, which of these do not fall under the category of a metric?

( A ) Browser users use to access your site

( B ) Unique visitors to your site

( C ) Time users spend on your site

( D ) Number of pages viewed per visit

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#### Question 103

In the world of analytics, the time the user spent on your site is considered which type of data?

( A ) Conversion

( B ) Clocking

( C ) Metric

( D ) Dimension

---

#### Question 104

Which of these is not a benefit for businesses using fully integrated e-commerce platforms?

( A ) Stock control

( B ) Integrated invoicing

( C ) The ability to track shipping

( D ) Automated complaints process system

---

#### Question 105

When building your online product store, to make it as effective as possible you should look to optimise the performance by using images in what kind of way?

- ( A ) Use images direct from the internet to ensure accurate file size
  - ( B ) Use images direct from the original manufacturer
  - ( C ) Ensure images are of a high quality
  - ( D ) Use detailed descriptions instead of images to help search engines
- 

#### Question 106

Fill in the blank: When you are considering the layout of the product pages, it is important to put them in \_\_\_\_\_ order?

- ( A ) price
  - ( B ) hierarchical
  - ( C ) a constantly changing
  - ( D ) alphabetical
- 

#### Question 107

Analytics can help optimize your website for which of the following?

- ( A ) For different devices, navigation & search
  - ( B ) For different devices & social media profiles
  - ( C ) For email templates & social media profiles
  - ( D ) For navigation, search & video campaigns
-



#### Question 108

If a user abandons their shopping cart without making a purchase, one way to bring them back to complete the purchase is?

- ( A ) SEM advertising
  - ( B ) Social advertising
  - ( C ) **Retargeting**
  - ( D ) Email campaigns
- 

#### Question 109

When trying to increase the product sales on your website, one way to achieve this is to\_\_\_\_\_?

- ( A ) send multiple follow up emails once a purchase has been made
  - ( B ) show them remarketing ads with a variety of products
  - ( C ) **provide the customer with relevant suggested purchases**
  - ( D ) include a pop up on your website that they have to action before continuing
- 

#### Question 110

When looking to introduce e-commerce functions to your website, which of the following would be the best first step?

- ( A ) Build an online store with an integrated payment system
  - ( B ) **Set up a web-based money transfer software like PayPal**
  - ( C ) Invest in a new website platform
  - ( D ) Use other platforms such as eBay or Etsy
- 

#### Question 111

If you are looking to expand your company's presence online internationally, which of the following should you consider with regards to your online content?

- ( A ) Translated by an automated tool only

( B ) Translated but also locally adapted for the audience

( C ) Translated into the native language

( D ) Left the same, and not translated

---

#### Question 112

Fill the blanks: When advertising internationally, you should make your business \_\_\_\_\_ to the new market, consider the \_\_\_\_\_ and any possible \_\_\_\_\_ implications.

( A ) accessible | supply chain | legal

( B ) affordable | supply chain | language

( C ) exciting | customers needs | currency

( D ) affordable | customer needs | legal

---

#### Question 113

Fill in the blank: When considering expanding a business internationally, the best place to start is to\_\_\_\_\_?

( A ) use online tools to help you understand where there's a strong demand for your products

( B ) move the whole business to that country

( C ) replicate your current business in as many countries as possible

( D ) buy new domains for the country

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#### Question 114

When looking to expand your business internationally on social media, what should you do first?

( A ) Treat all social media channels the same

( B ) Use popular phrases and memes for that area

( C ) Analyze platforms popular in that area

( D ) Not advertise at all, as other countries don't like social advertising

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### Question 115

Fill the blank: In the world of display advertising, remarketing is a way to \_\_\_\_\_.

- ( A ) pay less per click than standard SEM ads
  - ( B ) show ads to people before they visit your website
  - ( C ) show ads to people after they visit your website
  - ( D ) display a pop up on your website when people visit it
- 

### Question 116

How would you classify the content distribution channel that uses influencer and outreach marketing to increase a brand's reach?

- ( A ) Paid
  - ( B ) Owned
  - ( C ) Earned
  - ( D ) Published
- 

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