

# Certification Answers

[\*\*Fundamentals of Digital Marketing Answers - Google Digital Garage Exam - Digital Skills - Digital Unlocked\*\*](#)

Fundamentals of Digital Marketing Answers - Google Digital Garage Exam - Digital Skills - Digital Unlocked





The questions and answers of Google Digital Garage, Google Digital Skills and Google Digital Unlocked and others are the same.

 Google digital garage answers score

Please note that this file contains answers to Google Garage Quizzes of all 26 topics.

As you probably know, to access the Final Digital Garage Certification Exam you need to pass all 26 topics. With this file, you can do it very quickly, as all Q&A are listed in the same order.

In contrary to quizzes, during the Final Exam questions are always in random order. More precisely, topics are in the same order, but questions within topics are in random order. Also, there are 117 known questions and during the final exam, you get only 40 questions randomly.

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**Check Your Knowledge Answers:**

Module 1 Lesson 1 Intro To The Digital Garage

**Doing Business Online Brings Lots Of Fantastic Opportunities – It Can Really Help Your Company In New And Exciting Ways. Once Your Business Is Online, What Opportunities Can You Take Advantage Of?**

(<https://www.certificationanswers.com/en/doing-business-online-brings-lots-of-fantastic-opportunities-it-can-really-help-your-company-in-new-and-exciting-ways-once-your-business-is-online-what-opportunities-can-you-take-advantage/>)

- (A) **Finding lots of new customers – everyone's online these days**
- (B) **Selling your products or services straight from your website or app**
- (C) **Delivering targeted advertising to customers**
- (D) Saving money on your heating bills
- (E) **Learning more about what your customers love**
- (F) **Using analytics to power your online sales**

## Module 1 Lesson 2 Your Digital Opportunity

**Karl, A 50-Year-Old Mechanic, Runs The Local Garage In A Small Town And Is Considering Taking His Business Online. How Could Going Digital Benefit His Business? (<https://www.certificationanswers.com/en/karl-a-50-year-old-mechanic-runs-the-local-garage-in-a-small-town-and-is-considering-taking-his-business-online-how-could-going-digital-benefit-his-business/>)**

- (A) **He'd be more visible to customers**
- (B) **He can target ads at local customers**
- (C) **It's easier to communicate with customers**
- (D) Less need for customer conversations
- (E) **More insights into customers' online behaviour**

(F) He can modernise his company logo

## Module 2 Lesson 1 Your Online Goals

### Q.1

**Hamish Is A Successful Hairdresser. He's Decided To Grow His Business By Opening Another Salon. Hamish Doesn't Have An Online Presence Yet, But Thinks This Might Help. Which Of His Business Goals Could Being Online Help Him Achieve?** (<https://www.certificationanswers.com/en/hamish-is-a-successful-hairdresser-hes-decided-to-grow-his-business-by-opening-another-salon-hamish-doesnt-have-an-online-presence-yet-but-thinks-this-might-help-which-of-his-bus/>)

- (A) **Attract new customers**
- (B) **Gather customer feedback**
- (C) Source new hair colouring products
- (D) **Advertise extended opening hours**

**Hamish Has Created A Website With An Online Booking System For His Salon Appointments. He Wants To Engage More With His Customers And Came Up A List Of Goals. Help Hamish To Match Each Task With The Online Tool You Think He Should Use To Achieve His Goal.** (<https://www.certificationanswers.com/en/hamish-has-created-a-website-with-an-online-booking-system-for-his-salon-appointments-he-wants-to-engage-more-with-his-customers-and-came-up-a-list-of-goals-help-hamish-to-match-each-task-with-the-o/>).

### **Q.1 – Gather Customer Feedback**

- (A) An Online Gallery
- (B) Email Survey**
- (C) A map
- (D) Social Media Page

### **Q.2 – Tell customers about the extended opening hours**

- (A) An Online Gallery
- (B) Email Survey
- (C) A map
- (D) Social Media Page**

### **Q.3 – Show customers Hamish's latest hair looks**

**(A) An Online Gallery**

- (B) Email Survey
- (C) A map
- (D) Social Media Page

#### **Q.4 – Help local customers find the new salon**

- (A) An Online Gallery
- (B) Email Survey
- (C) A map**
- (D) Social Media Page

Module 2 Lesson 3 Marketing Your Online Presence

**Hamish's Website Isn't Getting As Many Visitors As He'd Like. He's Heard That Search Engine Marketing (SEM) Can Help, But Isn't Sure How It Works. Can You Explain What SEM Enables You To Do?**

[\(https://www.certificationanswers.com/en/hamishs-website-isnt-getting-as-many-visitors-as-hed-like-hes-heard-that-search-engine-marketing-sem-can-help-but-isnt-sure-how-it-works-can-you-expla/\)](https://www.certificationanswers.com/en/hamishs-website-isnt-getting-as-many-visitors-as-hed-like-hes-heard-that-search-engine-marketing-sem-can-help-but-isnt-sure-how-it-works-can-you-expla/)

**(A) Buy ad space on a search results page**

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**(B) Bid for keywords to display content in search engines**

**(B) Use keywords to display your content in search engines**

- (C) Tag keywords within your website content
- (D) Optimise your website's design

## Module 2 Lesson 4 Analyse And Adapt

**Despite His Digital Presence, The Number Of Hits On Hamish's Website Is Still Low. He'd Like To Use Analytics To Find Out More About How Customers Are Interacting With His Site. What Can He Learn From Analytics? Select The Ways You Think Analytics Can Help Business Owners.** (<https://www.certificationanswers.com/en/despite-his-digital-presence-the-number-of-hits-on-hamishs-website-is-still-low-hed-like-to-use-analytics-to-find-out-more-about-how-customers-are-interacting-with-his-site-what-c/>)

**(1) Show which pages of a website are popular.**

- (A) Yes
- (B) No

**(2) Log which items of the website are clicked on.**

- (A) Yes
- (B) No

**(3) List which parts of the website a user doesn't like.**

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(A) Yes

(B) No

**(4) Identify where in the world visitors are logging on from.**

(A) Yes

(B) No

Module 3 Lesson 1 Choosing Your Online Presence

Addie Runs A Local Bakery. After Getting The Business Up And Running Over The Last Six Months, She's Now Ready To Create A Digital Presence. What Do You Think Addie Should Set Up First: A Social Media Profile Or A Mobile App?  
(https://www.certificationanswers.com/en/addie-runs-a-local-bakery-after-getting-the-business-up-and-running-over-the-last-six-months-shes-now-ready-to-create-a-digital-presence-what-do-you-think-addie-should-set-up-first-a-soci/)

**(1) Social Media Profile**

**(2) Mobile App**

Module 3 Lesson 2 How Websites Work

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**Addie Is Investigating How To Create Business Websites For Her Local Bakery Business. She's Trying To Get Her Head Around How Websites Work. How Good Is Your Tech Knowledge? Can You Check The Facts For Addie?**

(<https://www.certificationanswers.com/en/addie-is-investigating-how-to-create-business-websites-for-her-local-bakery-business-shes-trying-to-get-her-head-around-how-websites-work-how-good-is-your-tech-knowledge-can-you-check-the/>).

**Q.1 – An IP address is made up of a string of numbers that can be located by any device connected to the internet.**

- (A) True
- (B) False

**Q.2 – A browser figures out where online content is hosted and displays it to the user.**

- (A) True
- (B) False

**Q.3 – Every website is hosted on a server.**

- (A) True
- (B) False

**Q.4 – When users navigate to a website it is known as ‘hosting’.**

(A) True

(B) **False**

## Module 3 Lesson 3 Key Website Ingredients

**Addie Owns The Knead To Know Bakery And Has Decided To Open A Website. But First She Needs To Choose A Domain Name. Take A Look At Her Ideas And Select The Best Domain Name By Crossing Off The Rest.**

(<https://www.certificationanswers.com/en/addie-owns-the-knead-to-know-bakery-and-has-decided-to-open-a-website-but-first-she-needs-to-choose-a-domain-name-take-a-look-at-her-ideas-and-select-the-best-domain-name-by-crossing-off-the-rest/>)

(A) **www.knead2know.com**

(B) www.kneadtoknowbakery.com

(C) **www.Addies.com**

(D) **www.i-knead-it.org**

(E) **www.mybakery.com**

## Module 3 Lesson 4 Websites And Your Business Goals

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**Addie Is Drafting A Description For The About Us Page Of Her Bakery Website. Which Do You Think Works Best?**

(<https://www.certificationanswers.com/en/addie-is-drafting-a-description-for-the-about-us-page-of-her-bakery-website-which-do-you-think-works-best/>).

- (A) Our business is driven by your vision and objective – to commit to sustainable, local produce that engages with and builds community spirit.
- (B) **Love cake? So do we. Here at Knead to Know Bakery we have a passion and reputation for creating the most delicious cookies, cakes and bread.**
- (C) We are the best bakers in town. Just like that!

Module 3 Lesson 5 Make Your Website Easy To Use

**Addie Wants To Make Her Website Easy To Navigate. Which Of The Following Features Should Addie Include On Every Page Of Her Website?** (<https://www.certificationanswers.com/en/addie-wants-to-make-her-website-easy-to-navigate-which-of-the-following-features-should-addie-include-on-every-page-of-her-website/>).

- (A) **Side Menu**
- (B) About Us information
- (C) Bakery logo leading to homepage**
- (D) **Search field**

Module 3 Lesson 6 Website Design Do's And Don'ts

To Make The Homepage Of Her Local Bakery Website Interesting, Addie Wants To Add Some Media Elements To It.  
Different Elements Will Cause The Page To Take Longer To Load, So She Needs To Get The Right Mix For The Site.  
Can You Put The Following Elements In Order From The Ones With The Longest Load Time To The Shortest?

(<https://www.certificationanswers.com/en/to-make-the-homepage-of-her-local-bakery-website-interesting-addie-wants-to-add-some-media-elements-to-it-different-elements-will-cause-the-page-to-take-longer-to-load-so-she-needs-to-get-the-right/>)

The Correct Order is:

- (1) 2 minute HD advertising video for the bakery
- (2) Large high res, full screen background image
- (3) 20 second explainer animation

- (4) Low res compressed thumbnail image
- (5) Twitter button that links out to Twitter page.
- (6) Text descriptions.

## Module 4 Lesson 1 The Benefits Of An Online Strategy

**Sam Has Recently Decided To Launch An Online Fitness Coaching Service. He Has Registered A Domain Name And Set Up A Website, But Is Unsure Of How To Launch His Business Online In A Way That Will Help Him Grow Sustainably. Help Sam Create His Own Online Business Strategy, By Selecting The Correct Steps He Should Take.**

(<https://www.certificationanswers.com/en/sam-has-recently-decided-to-launch-an-online-fitness-coaching-service-he-has-registered-a-domain-name-and-set-up-a-website-but-is-unsure-of-how-to-launch-his-business-online-in-a-way-that-will-help/>)

### **Q.1 – What should his first step be?**

**(A) Define business goals**

(B) Create an email template

(C) Find an investor

(D) Ask the bank for advice

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**Q.2 – What should his second step be?**

- (A) Launch a blog
- (B) Hire an assistant
- (C) Design a logo
- (D) **Write a mission statement**

**Q.3 – What should his third step be?**

- (A) Launch an advertising campaign
- (B) **Identify his USP**
- (C) Launch a newsletter
- (D) Hire an accountant

Module 4 Lesson 2 Taking A Business Online

Omar Owns A Stall Selling Handmade Cosmetics, And Wants To Launch An E-Commerce Site. He Has Lots Of Experience Selling His Products In Person At Markets, But Is Now Hoping To Reach More Customers Online. Can You Advise Omar On How To Make Both His Online And Offline Business Successful?

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(<https://www.certificationanswers.com/en/omar-owns-a-stall-selling-homemade-cosmetics-and-wants-to-launch-an-e-commerce-site-he-has-lots-of-experience-selling-his-products-in-person-at-markets-but-is-now-hoping-to-reach-more-customers-online/>)

**Q.1 – He should focus on duplicating his successful offline marketing efforts to an online audience**

- (A) True
- (B) **False**

**Q.2 – He should sell at a cheaper price on the website to attract more customers**

- (A) True
- (B) **False**

**Q.3 – He should identify his various online and offline audiences, and how best to engage them**

- (A) **True**
- (B) False

**Q.4 – He should consider paid online advertising as the sole means of promoting his business online**

- (A) True
- (B) **False**

Holly Owns A Dance Studio. To Improve Sales Of Dance Classes, She Is Reviewing How Her Marketing Team Could Update The Company's Online Presence. As Part Of The Rebrand, The Team Listened To Customer Feedback And Mapped Customer Journeys. They Identified Two Things Online Customers Generally Struggled With: Navigating The Website And Finding The Business's Contact Information. Which Of The Brand's Touchpoints Should Holly Modify To Help Address Her Customer's Feedback? (<https://www.certificationanswers.com/en/holly-owns-a-dance-studio-to-improve-sales-of-dance-classes-she-is-reviewing-how-her-marketing-team-could-update-the-companys-online-presence-as-part-of-the-rebrand-the-team-listened-to-c/>)

- (A) **Website layout**
- (B) Instagram account
- (C) Instructor's blog
- (D) **Email marketing**

## Module 4 Lesson 4 How To Stand Out From The Competition

Bobbi Owns A Protein Shake Company, Which Has Been Trading For 3 Years. Her Products Are Stocked In A Number Of Stores, But The Company Has Not Seen Much Growth In Recent Months. Bobbi Would Like To Break Into The

UT Gyms, but the Company Has Not Seen Much Growth in Recent Months. Bobbi Would Now Like to Break into the Online Market to Boost Product Sales. Which of the Following Actions Should Bobbi Take to Identify Opportunities for Online Business Growth? (<https://www.certificationanswers.com/en/bobbi-owns-a-protein-shake-company-which-has-been-trading-for-3-years-her-products-are-stocked-in-a-number-of-gyms-but-the-company-has-not-seen-much-growth-in-recent-months-bobbi-would-now-like-to/>)

- (A) Hire a Financial Planner
- (B) **Identify a USP**
- (C) Ship to new countries
- (D) **Build a SWOT analysis**
- (E) Distribute feedback forms to suppliers
- (F) **Review competitor websites**

Module 4 Lesson 5 Using Goals To Improve Business Performance

Ryan Has Written Some KPIs to Help His Fitness Centres Achieve the Business Goal of “Improving Overall Client Satisfaction”. Review These Four KPIs. Which Do You Think Fit the Criteria of Being Specific, Measurable, Attainable, Relevant and Time-Bound? (<https://www.certificationanswers.com/en/ryan-has-written-some-kpis-to-improve-client-satisfaction>)

[help-nis-fitness-centres-achieve-the-business-goal-of-improving-overall-client-satisfaction-review-these-four-kpis-which-do-you-think-fit-the-criteria/](#)

- (A) Ensure 80% of clients use the gym's online system to book personal training appointments
- (B) Increase how much money customers spend in the gym's juice bar
- (C) **A score of 85% or more in the annual survey for the question 'Would you recommend this gym to a friend?'**
- (D) **Ensure 90% of new gym members book an induction session within the first two weeks of joining**

## Module 5 Lesson 1 Search Engine Basics

**Seth Is Opening A Coffee Shop And Is Looking To Attract New Customers. Take A Look At The List Of Benefits Seth Sees In Using Search Engines. One Statement Is Not True. Can You Cross It Out?**

[\(https://www.certificationanswers.com/en/seth-is-opening-a-coffee-shop-and-is-looking-to-attract-new-customers-take-a-look-at-the-list-of-benefits-seth-sees-in-using-search-engines-one-statement-is-not-true-can-you-cross-it-out/\)](https://www.certificationanswers.com/en/seth-is-opening-a-coffee-shop-and-is-looking-to-attract-new-customers-take-a-look-at-the-list-of-benefits-seth-sees-in-using-search-engines-one-statement-is-not-true-can-you-cross-it-out/)

- (A) Customers can locate Seth's products and services when they search for them online
- (B) Search engines can help to get the word out locally about Seth's new business
- (C) Search engines can help Seth to target customers who are already looking for his business
- (D) **Customers will see advertisements for Seth's business whenever they use a search engine**

## Module 5 Lesson 2 How Search Engines Work

**Seth's Coffee Shop Is Unique – It Has An Outside Roof Terrace And A Library Area So Customers Can Read While They Sip. He Also Sells Rare Coffee Beans Imported From Peru. What Are A Few Techniques He Could Use To Make His Website More Relevant To Its Desired Users?** (<https://www.certificationanswers.com/en/seths-coffee-shop-is-unique-it-has-an-outside-roof-terrace-and-a-library-area-so-customers-can-read-while-they-sip-he-also-sells-rare-coffee-beans-imported-from-peru-what-are-a-fe/>)

- (A) Point out unique aspects of his business
- (B) Write a blog to sing the praises of his Peruvian beans
- (C) Make sure his shop appears on Google maps
- (D) Paste in a product description of his Peruvian beans that he found on another website
- (E) Try to get other coffee-enthusiasts to review his business/website

## Module 5 Lesson 3 How Search Engines See The Web

Seth Would Like To Make Sure As Many Interested Customers As Possible Are Seeing His Business's Website Displayed In Their Search Results. What Are A Few Things He Could Pay Attention To In Order To Achieve This? (<https://www.certificationanswers.com/en/seth-would-like-to-make-sure-as-many-interested-customers-as-possible-are-seeing-his-businesss-website-displayed-in-their-search-results-what-are-a-few-things-he-could-pay-attention-to-in-or/>)

- (A) **Image file names**
- (B) **Page titles**
- (C) **Keywords in the content**
- (D) Keyword meta tags

Module 5 Lesson 4 Organic Search Explained

Organic Search Results Appear When Someone Makes A Search Using A Search Engine. They Aren't Paid For By Businesses And They Aren't Adverts. Which Of The Images Shows The Organic Search Results From This Particular Search? (<https://www.certificationanswers.com/en/organic-search-results-appear-when-someone-makes-a-search-using-a-search-engine-they-arent-paid-for-by-businesses-and-they-arent-adverts-which-of-the-images-shows-the-organic-searc/>)

- (A) Image 1
- (B) Image 2
- (C) **Image 3**

## Module 5 Lesson 5 Paid Search Explained

**Seth Is Considering Advertising His Business Using Paid Search Results. What Do You Think Makes Paid Search Advertising So Effective As A Marketing Method? Look At The Following Statements And Decide Whether They Are True Or False.** (<https://www.certificationanswers.com/en/seth-is-considering-advertising-his-business-using-paid-search-results-what-do-you-think-makes-paid-search-advertising-so-effective-as-a-marketing-method-look-at-the-following-statements-and-decide/>)

**Q.1 – Seth's adverts are shown to people who are already interested in his type of business.**

- (A) True
- (B) False

**Q.2 – Seth will only be charged for advertising when his ad appears in the search results.**

- (A) True
- (B) **False**

**Q.3 – The paid search results are given a more prominent position on the search results page.**

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(A) **True**

(B) False

**Q.4 – Seth will be charged for advertising only when someone clicks on his ad.**

(A) **True**

(B) False

Module 5 Lesson 6 Google Search Console

**Seth's Website Has Been Up And Running For A While, But He Isn't Sure How Effective It's Been At Drawing In New Customers. How Can Google Search Console Help Seth With This?** (<https://www.certificationanswers.com/en/seths-website-has-been-up-and-running-for-a-while-but-he-isnt-sure-how-effective-its-been-at-drawing-in-new-customers-how-can-google-search-console-help-seth-with-this/>)

(A) **It can help show whether he's using proper keywords in his content**

(B) **It can recommend better page titles for Seth to use**

(C) It can recommend content that will drive more traffic to his site

**Eric Is Expanding His Business By Selling Fruit And Veg Online. His Website Has Been Up And Running For A While But He's Not Getting Many Views Or Orders Online. Eric Knows He Can Improve His Search Engine Results With Either Paid Search Or SEO. Take a look at the following search results screens. Where will his website appear in the search results if he purely uses SEO to improve his results?** (<https://www.certificationanswers.com/en/eric-is-expanding-his-business-by-selling-fruit-and-veg-online-his-website-has-been-up-and-running-for-a-while-but-hes-not-getting-many-views-or-orders-online-eric-knows-he-can-improve-his/>)

- (A) Image 1
- (B) Image 2
- (C) **Image 3**

## Module 6 Lesson 2 The Importance Of An SEO Plan

**Eric Is Keen To Improve His Search Engine Results And He Wants To Use SEO To Do It. He's Written The Step-By-Step Process For His SEO Plan, But It's Currently In The Wrong Order. Can You Reorder It?**

<https://www.certificationanswers.com/en/eric-is-keen-to-improve-his-search-engine-results-and-he-wants-to-use-seo-step-process>

[to-do-it-nes-written-the-step-by-step-process-for-his-seo-plan-but-its-currently-in-the-wrong-order-can-y/\).](#)

The correct order is

- (1) Do Keyword research
- (2) See where I appear in search results for specific keywords
- (3) Look for gaps in my SEO performance
- (4) Review results and adjust plan.

Module 6 Lesson 3 The SEO Process

**Eric Sells Fruit And Veg Online And Is Using SEO To Improve Where He Ranks In Search Engine Results. He's Researched What People Search For To Get To His Website, And He's Created Content To Match It. Eric's SEO Work Doesn't Stop There Though. He's Been Talking To Some Friends And They've All Offered Him Advice About How He**

**Should Keep Up With SEO Over Time. What advice should he not take?**

[\(https://www.certificationanswers.com/en/eric-sells-fruit-and-veg-online-and-is-using-seo-to-improve-where-he-ranks-in-search-engine-results-hes-researched-what-people-search-for-to-get-to-his-website-and-hes-created-cont/\).](https://www.certificationanswers.com/en/eric-sells-fruit-and-veg-online-and-is-using-seo-to-improve-where-he-ranks-in-search-engine-results-hes-researched-what-people-search-for-to-get-to-his-website-and-hes-created-cont/)

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- (A) **Contract an agency offering top organic search positions**
- (B) **Don't change your keywords as it confuses search engines**
- (C) Stay up to date with search engine changes
- (D) Read about the trends in your industry and use them to create content for your page
- (E) Get opinions from your customers on what might be missing from your site

## Module 6 Lesson 4 How To Choose Keywords

**Eric Is Optimising His Fruit And Veg Website For SEO And Would Like To Improve His ‘Long Tail’ Keywords. Which Of These Sets Of Words Contains An Example Of Long Tail Keywords?** (<https://www.certificationanswers.com/en/eric-is-optimising-his-fruit-and-veg-website-for-seo-and-would-like-to-improve-his-long-tail-keywords-which-of-these-sets-of-words-contains-an-example-of-long-tail-keywords/>)

- (A) Maris piper potatoes
- (B) Potato, potatoes, farm potatoes, organic potatoes
- (C) Buy organic potatoes from a family farm**

**Eric Has Been Selling Fruit And Veg Online For A While. He's Chosen The Keywords That He Feels Will Drive The Right People To His Website; Now He Needs To Track The Progress Of These Keywords With Analytics Tools. What Information Will Analytics Give Him?** (<https://www.certificationanswers.com/en/eric-has-been-selling-fruit-and-veg-online-for-a-while-hes-chosen-the-keywords-that-he-feels-will-drive-the-right-people-to-his-website-now-he-needs-to-track-the-progress-of-these-keywords/>)

- (A) Where website visitors are located
- (B) Which website visitors turn into paying customers
- (C) What content visitors interact with
- (D) Whether customers enjoy the fruit and veg they buy

## Module 7 Lesson 1 Making Your Web Pages Search Friendly

**Eric Blake Sells The Produce From His Farm Online. He Wants To Optimise The Page That Sells Fruit And Vegetables, So He's Looking Into Titles And Meta Tags, Headings, And Improving His Copy. Can You Help Eric Choose A Suitable Title And Meta Description?** (<https://www.certificationanswers.com/en/eric-blake-sells-the-privacy-cookies-policy>)

produce-from-his-farm-online-he-wants-to-optimise-the-page-that-sells-fruit-and-vegetables-so-hes-looking-into-titles-and-meta-tags-headings-and-improving-his-copy-c/).

### **Q.1 – Click to Select Title**

(A) **Blake's Produce: Fresh Fruit and Vegetables**

(B) Blake's Produce

(C) Blake's Produce: Local to you

### **Q.2 – Click to select meta description**

(A) Produce grown locally and delivered to you

(B) **Fresh fruit and vegetables grown locally and delivered straight to your door**

(C) Farm fresh produce grown by local farmer Eric and delivered straight to your door

Module 7 Lesson 2 How Other Websites Can Work For You

Eric Is Working On His Website, Which Sells Produce From His Farm. He's Thinking Of Different Ways To Improve His Website So That It Appears On More Search Engine Results And Gets More Traffic. Which Of These Ideas Will Help Improve His Search Visibility? (<https://www.certificationanswers.com/en/eric-is-working-on-his-website-which->

[sells-produce-from-his-farm-and-thinks-of-different-ways-to-improve-his-website-so-that-it-appears-on-more-search-engine-results-and-gets-more-traffic/](#)

- (A) **Write recipes that use vegetables that he sells**
- (B) Get lots of likes or followers on social media
- (C) **Encourage others to write about his website**
- (D) Add lots of links to the website

## Module 7 Lesson 3 Cross Borders With SEO

**Eric's Farm Produce Business Started Locally In The UK, But He's Started Getting Orders From Overseas As Well. Not Wanting To Miss This Opportunity, Eric Decides To Optimise His Website To An International Audience. What Should He Avoid Doing? Select The Things Eric Should Avoid Then Select Submit To Remove Them.**

[\(https://www.certificationanswers.com/en/erics-farm-produce-business-started-locally-in-the-uk-but-hes-started-getting-orders-from-overseas-as-well-not-wanting-to-miss-this-opportunity-eric-decides-to-optimise-his-websit/\)](#)

- (A) Separating out each language into different pages
- (B) **Having different languages on the same page**
- (C) Adding language annotations to his webpage
- (D) [Privacy & Cookies Policy](#)

**(D) USING AUTOMATED SERVICES TO TRANSLATE CONTENT**

Module 8 Lesson 1 Introduction To Search Engine Marketing(SEM)

**Michelle Is A Wedding Photographer In Cardiff. She Wants To Use Search Engine Marketing To Bring Customers To Her Website. Where Will Her Website Appear If She Uses Search Engine Marketing?**

(<https://www.certificationanswers.com/en/michelle-is-a-wedding-photographer-in-cardiff-she-wants-to-use-search-engine-marketing-to-bring-customers-to-her-website-where-will-her-website-appear-if-she-uses-search-engine-marketing/>)

- (A) **Image 1**
- (B) Image 2
- (C) Image 3

Module 8 Lesson 2 The SEM Auction

**Michelle Has Created Some Adverts To Promote Her Wedding Photography Business In Cardiff. She Wants Her Adverts To Align With The Keywords "Wedding Photography Cardiff Discount". As Such, Offering 20% Off At The**

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Adverts To Align With The Keywords 'wedding Photographer Cardiff Discount', As She's Offering 25% Off At The Moment. Can You Order The Following Advert Headings From Best To Worst In Terms Of How Well They Align With The Keywords? (<https://www.certificationanswers.com/en/michelle-has-created-some-adverts-to-promote-her-wedding-photography-business-in-cardiff-she-wants-her-adverts-to-align-with-the-keywords-wedding-photographer-cardiff-discount-as-s/>)

The correct order is

- (1) Cardiff wedding photographer – 25% discount
- (2) Cardiff wedding photographer
- (3) Discount wedding
- (4) Wedding

Module 8 Lesson 3 What Makes A Good Keyword

To Increase Her Quality Score, Michelle Is Thinking About The Best Keywords And Phrases To Use. Cross Off The Keywords Which She Shouldn't Use. (<https://www.certificationanswers.com/en/to-increase-her-quality-score-michelle-is-thinking-about-the-best-keywords-and-phrases-to-use-cross-off-the-keywords-which-she-shouldnt-use/>)

- (A) Wedding photography Cardiff
- (B) **Cardiff weddings**
- (C) **Wedding photography business based in Cardiff**

Module 8 Lesson 4 Make Your Ads Stand Out

**Michelle Is Writing Her Search Ad For Her Wedding Photography Business. She Wants To Make Sure It Stands Out.**

**Which Of These Text Statements Would Work Best As An Ad?** (<https://www.certificationanswers.com/en/michelle-is-writing-her-search-ad-for-her-wedding-photography-business-she-wants-to-make-sure-it-stands-out-which-of-these-text-statements-would-work-best-as-an-ad/>)

- (A) Wedding Photographer. Cardiff based photographer specialises in outdoor weddings and scenic locations. Book Now!
- (B) Cardiff Wedding Photography. Get 25% off your first order. Make your reservation now.**
- (C) Welsh wedding pics. Want great wedding pics? Cardiff based photographer, Michelle, available for hire.

**Anna Is A Commercial Photographer. She's Setting Up SEM Campaigns To Draw More Traffic To Her Site. She Needs To Make Sure Her Ads Are Relevant, And She's Doing This By Creating Ad Groups For Each Type Of Product. Take a look at the ad below:** (<https://www.certificationanswers.com/en/anna-is-a-commercial-photographer-shes-setting-up-sem-campaigns-to-draw-more-traffic-to-her-site-she-needs-to-make-sure-her-ads-are-relevant-and-shes-doing-this-by-creating-ad-gro/>)

## **Wedding photography**

**Capture your special day with beautiful photographs**

**Call to book your date now!**

Question – Can you help Anna by eliminating the keywords that wouldn't be relevant to her ad?

- (A) **Bridal party photos**
- (B) Candid wedding photos
- (C) **Baby photoshoot**
- (D) **Newborn baby photography**
- (E) **Professional website photos**

## Module 9 Lesson 2 Get The Most From Your Keywords

Anna Specialises In Portrait Photography. She Uses Her Website To Reach Potential Customers And Has Recently Set Up An SEM Campaign To Draw More Traffic To Her Site. She Wants To Use Negative Keywords To Make Sure Her Ads Don't Appear For People Who Aren't Potential Customers. Which Of The Following Keywords Are The Negative Keywords? (<https://www.certificationanswers.com/en/anna-specialises-in-portrait-photography-she-uses-her-website-to-reach-potential-customers-and-has-recently-set-up-an-sem-campaign-to-draw-more-traffic-to-her-site-she-wants-to-use-negative-keywords/>).

- (A) Photographer
- (B) Portrait
- (C) **Landscape**
- (D) Family photo
- (E) **Watercolour**

## Module 9 Lesson 3 Fine-Tune With Keyword Match Types

Anna Has A Themed Portrait Photography Studio. She Offers Competitive Prices And Reaches And Engages With Visitors To Her Site Through Her Online Presence. However, Not Many Of Them Become Paying Customers. Anna Has A Range Of Keywords And Wants To Fine-Tune Them To Best Target Potentially Paying Customers. Put the keywords in order of the broadest to the most restrictive. (<https://www.certificationanswers.com/en/anna-has-a-themed-portrait-photography-studio-she-offers-competitive-prices-and-reaches-and-engages-with-visitors-to-her-site-through-her-online-presence-however-not-many-of-them-become-paying-cust/>).

The correct order is

- (1) Photography, portraits
- (2) Portrait photography studio
- (3) Movie themed portrait photography
- (4) Film themed portrait photography, low cost

Module 9 Lesson 4 How To Know What's Working And What Isn't

Anna Is A Photographer. She's Previously Focused On Wedding Photography, But She Now Takes Requests To Photograph Other Events As Well. Customers Can Contact Her Through The Site's Enquiry Page To Make Requests. They Can Also Look At Her Gallery And Sign Up To An Email Newsletter. Anna wants to track how many people

request photography for events that aren't weddings. where should she place the conversion tracking code?  
[\(https://www.certificationanswers.com/en/anna-is-a-photographer-shes-previously-focused-on-wedding-photography-but-she-now-takes-requests-to-photograph-other-events-as-well-customers-can-contact-her-through-the-sites-enq/\)](https://www.certificationanswers.com/en/anna-is-a-photographer-shes-previously-focused-on-wedding-photography-but-she-now-takes-requests-to-photograph-other-events-as-well-customers-can-contact-her-through-the-sites-enq/)

- (A) Homepage
- (B) Enquiry page
- (C) Enquiry confirmation page**
- (D) Newsletter sign-up page

Module 10 Lesson 1 Marketing To The Locals

Jim Is Running A Bike Shop In A Popular Tourist City And He's Started A Bike Hire Service. What Would Be The Better Way For Jim To Attract More Tourists – A Map Feature Or A Social Media Page?

[\(https://www.certificationanswers.com/en/jim-is-running-a-bike-shop-in-a-popular-tourist-city-and-hes-started-a-bike-hire-service-what-would-be-the-better-way-for-jim-to-attract-more-tourists-a-map-feature-or-a-social-med/\)](https://www.certificationanswers.com/en/jim-is-running-a-bike-shop-in-a-popular-tourist-city-and-hes-started-a-bike-hire-service-what-would-be-the-better-way-for-jim-to-attract-more-tourists-a-map-feature-or-a-social-med/)

- (1) A Map feature**
- (B) A Social Media page

## Module 10 Lesson 2 The Power Of Local Directories

**Jim Owns A Local Bike Shop And Wants To Be Noticed More By The People In His Town. He Decides To Use The Internet To Connect With Customers Online By Creating A Listing For His Business In A Local Directory Like Google My Business. Help Jim Create His Listing By Choosing The Minimum Information He Should Add.**

(<https://www.certificationanswers.com/en/jim-owns-a-local-bike-shop-and-wants-to-be-noticed-more-by-the-people-in-his-town-he-decides-to-use-the-internet-to-connect-with-customers-online-by-creating-a-listing-for-his-business-in-a-local-dir/>)

- (A) **Jim's Bikes**
- (B) **10 Bird Way, Cowseld, West Sussex, RH11 5XN**
- (C) **Phone number 01269 559632**
- (D) **Open 9–5 Mon–Sat**
- (E) Image of a bike

## Module 11 Lesson 1 Using Digital To Advertise Locally

**Esmeralda Runs A Local Bike Shop. If She Advertises Her Shop Using The Internet, Esmeralda Could Reach People In Many Different Countries. But She Doesn't Want To Do That. She Wants To Target Her Online Ads To Local Customers. How Can She Do This Effectively?** (<https://www.certificationanswers.com/en/esmeralda-runs-a-local-bike-shop-if-she-advertises-her-shop-using-the-internet-esmeralda-could-reach-people-in-many-different-countries-but-she-doesnt-want-to-do-that-she-wants-to-target/>)

- (A) Show ads to people within 10 miles of her shop
- (B) Display the ad during the shop's opening hours
- (C) Tailor her ads for people who live locally
- (D) Hand out flyers and business cards to local shops

Module 11 Lesson 2 Reaching Locals On Their Mobiles

**Esmeralda Runs A Local Bike Shop. She Knows A Lot Of Her Customers Use Smartphones With GPS, So She Invested In A Mobile App That Can Utilise This Technology. She Has A Couple Of Ideas How To Use The App To Engage Her Customers. Can You Remove The Ideas That Do Not Need GPS?**

(<https://www.certificationanswers.com/en/esmeralda-runs-a-local-bike-shop-she-knows-a-lot-of-her-customers-use-smartphones-with-gps-so-she-invested-in-a-mobile-app-that-can-utilise-this-technology-she-has-a-couple-of-ideas-how-to-use-the/>)

- (A) Send sales alerts when customers are near the shop
- (B) Notify people of promotional events like a free tune-up**
- (C) Direct customers to Esmeralda's shop
- (D) Send personalised coupons to repeat customers**
- (E) Let customers schedule appointments for repairs**

Module 11 Lesson 3 SEO For Local Businesses

**Esmeralda Owns A Bike Shop And Wants To Make Her Website Interesting For Local Customers. She's Currently Planning Blog Content That Will Help Her Show Up On Searches For Local Shops. She's Had An Idea For A Post About Famous Cyclists And One About Popular Bike Trails In The Area. Which One Do You Think Esmeralda Should Start With? (<https://www.certificationanswers.com/en/esmeralda-owns-a-bike-shop-and-wants-to-make-her-website-interesting-for-local-customers-shes-currently-planning-blog-content-that-will-help-her-show-up-on-searches-for-local-shops-she/>)**

- (1) Post about famous cyclists
- (2) Post about popular bike trails in the area**

## Module 12 Lesson 1 Social Media Basics

**Lily Runs A Vintage Clothing Company. She's Set Up An Instagram And A Facebook Page, And Has Gained Some Followers By Putting A Sign Up In Her Shop. What Can Lily Do To Keep These Followers And Encourage Others?**

(<https://www.certificationanswers.com/en/lily-runs-a-vintage-clothing-company-shes-set-up-an-instagram-and-a-facebook-page-and-has-gained-some-followers-by-putting-a-sign-up-in-her-shop-what-can-lily-do-to-keep-these-followers-an/>)

- (A) **Start a conversation with your followers**
- (B) Comment on all of your followers' personal posts
- (C) Delete all negative comments
- (D) **Post regularly**
- (E) Name and shame competitors

## Module 12 Lesson 2 The Right Social Media Sites For You

**Lily Has Drafted A Number Of Different Posts For Her Social Media Accounts. Can You Match The Post To The Best Social Network? For Each Of The Following Scenarios, <https://www.certificationanswers.com/en/lily-has-drafted-a-number-of-different-posts-for-her-social-media-accounts-can-you-match-the-post-to-the-best-social-network>**

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Social Networks For Each Of The Following Scenarios? (<https://www.certificationanswers.com/en/lily-has-drafted-a-number-of-different-posts-for-her-social-media-accounts-can-you-match-the-post-to-the-best-social-network>)

**SOCIAL NETWORK FOR EACH OF THE FOLLOWING SCENARIOS:** (<https://www.certificationanswers.com/en/lily-nas-drafted-a-number-of-different-posts-for-her-social-media-accounts-can-you-match-the-post-to-the-best-social-network-for-each-of-the-following-scenarios/>).

**Q.1 – Vintage Lily is looking for a carpenter to create a bespoke counter top for our vintage clothing shop; contact me for details**

- (A) Instagram
- (B) LinkedIn
- (C) Facebook

**Q.2 – Loving these recent photos of the new range by my fantastic photographer friend Rae**

- (A) Instagram
- (B) LinkedIn
- (C) Facebook

**Q.3 – So excited about our first ever after-hours vintage fashion show on Thursday at 7 p.m. – join us?**

- (A) Instagram
- (B) LinkedIn
- (C) Facebook

**Lily Has Had Fun Experimenting With The Various Social Media Networks But It's Time To Get A Little More Serious.**

**Which Of Lily's Business Goals Can She Achieve With Social Media?** (<https://www.certificationanswers.com/en/lily-has-had-fun-experimenting-with-the-various-social-media-networks-but-its-time-to-get-a-little-more-serious-which-of-lilys-business-goals-can-she-achieve-with-social-media/>)

- (A) **Raise the profile of the business**
- (B) Keep expenditure within the stated budgets
- (C) **Attract new customers and grow the customer base**
- (D) Control the flow of stock
- (E) **Discuss new products with customers**

Module 12 Lesson 4 Getting On Social Media

**Lily Is Setting Up A Twitter Profile For Her Business. She's Put Together A List Of The Key Things She'll Need To Get Her Profile Up And Running. Can You Check Her List And Cross Off Any Items She Doesn't Need To Include In Her Twitter Business Profile?** (<https://www.certificationanswers.com/en/lily-is-setting-up-a-twitter-profile-for-her-twitter-business-profile/>)

[business-snus-put-together-a-list-of-the-key-things-she'll-need-to-get-her-profile-up-and-running-can-you-check-her-list-and-cross-off-a/](#)

- (A) A business email account
- (B) **Annual membership fee**
- (C) A company logo or photo
- (D) Business description and contact details
- (E) **Number of employees in the business**

Module 13 Lesson 1 Your Long-Term Social Media Plan

[Lily Runs A Vintage Clothing Shop And Wants To Engage More With Her Customers Online. She Currently Posts To Two Social Media Networks But Wants To Develop A Full Social Media Strategy. Review The Possible Options. Can You Place Them Into The Right Order, Starting With What Lily Should Do First?](#)

[\(https://www.certificationanswers.com/en/lily-runs-a-vintage-clothing-shop-and-wants-to-engage-more-with-her-customers-online-she-currently-posts-to-two-social-media-networks-but-wants-to-develop-a-full-social-media-strategy-review-the-pos/\)](https://www.certificationanswers.com/en/lily-runs-a-vintage-clothing-shop-and-wants-to-engage-more-with-her-customers-online-she-currently-posts-to-two-social-media-networks-but-wants-to-develop-a-full-social-media-strategy-review-the-pos/)

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The correct order is

- (1) Create a Social Media Plan
- (2) Set up accounts on appropriate social media sites
- (3) Sign up to a Social media management tool
- (4) Create a list of posts to be automatically posted in the coming weeks

## Module 13 Lesson 2 Advertising On Social Media

Lily Has Decided To Use Some Of Her Social Media Budget For Targeted Facebook Adverts. She's Keen To Take Her Vintage Clothing Business Global And Wants To Reach A Wider Audience, So Which Groups Should Her Advertisements Be Targeted At? (<https://www.certificationanswers.com/en/lily-has-decided-to-use-some-of-her-social-media-budget-for-targeted-facebook-adverts-shes-keen-to-take-her-vintage-clothing-business-global-and-wants-to-reach-a-wider-audience-so-which-gro/>)

- (A) Users who have posted about buying vintage clothes
- (B) Users who have 'liked' vintage clothing
- (C) Users who live within 20 miles of Lily's shop
- (D) Users who live in countries that she'd be happy to mail her products to

## Module 13 Lesson 3 Measuring Success In Social Media

**Lily Is Keen To Use Analytics To Evaluate The Results Of Her Social Media Campaigns. Analytics Can Help With This Question. Can You Help Her By Crossing Off The Things That Analytics Won't Be Able To Help Her With?**

(<https://www.certificationanswers.com/en/lily-is-keen-to-use-analytics-to-evaluate-the-results-of-her-social-media-campaigns-analytics-can-help-with-this-question-can-you-help-her-by-crossing-off-the-things-that-analytics-wont-be/>)

- (A) Tell Lily how many visitors interact with her website
- (B) Show Lily how visitors found the site
- (C) **Schedule content to be posted automatically at specified times**
- (D) **Send custom posts to specific visitors**

## Module 13 Lesson 4 Avoiding Social Media Pitfalls

**Lily Sees A Negative Post On Twitter About Her Vintage Clothing Business: “Received My #VintageLily Dress Today Only To Find The Zip Was Broken! #Lousyservice #Vintagewoes” How Do You Think She Should Respond?**

(<https://www.certificationanswers.com/en/lily-sees-a-negative-post-on-twitter-about-her-vintage-clothing-business-Privacy & Cookies Policy>)

[received-a-my-vintage-lily-dress-today-only-to-find-the-zip-was-broken-lousy-service-vintage-woes-now-do-you/](#)

- (A) "@sophie112 – We've never had our zips break before. Did you pull it too quickly?"
- (B) "So sorry to hear that @sophie112 DM me so that we can get that dress fixed up as soon as possible.**
- (C) "@sophie112 That's a shame, sometimes the zips just break."

## Module 14 Lesson 1 The Evolution Of Mobile Devices

**Phil Runs A Local Plumbing Business. He Has A Website But It Isn't Mobile-Optimised. He's Deciding Whether To Make His Site Responsive Or Create A Customised App. Help Him To Decide Which Route To Take First.**

[\(https://www.certificationanswers.com/en/phil-runs-a-local-plumbing-business-he-has-a-website-but-it-isnt-mobile-optimised-hes-deciding-whether-to-make-his-site-responsive-or-create-a-customised-app-help-him-to-decide-wh/\)](#)

- (1) Create a customised App
- (2) Make his website responsive**

## Module 14 Lesson 2 Understanding Mobile Web And Mobile Apps

**Now That Phil Has Decided On A Responsive Website, He Needs To Select A Great Design. Have A Look At These Website Layouts. Which Do You Think Is Best Suited For Mobile?** (<https://www.certificationanswers.com/en/now-that-phil-has-decided-on-a-responsive-website-he-needs-to-select-a-great-design-have-a-look-at-these-website-layouts-which-do-you-think-is-best-suited-for-mobile/>).

- (A) Website A
- (B) Website B
- (C) Website C

## Module 14 Lesson 3 Understanding Mobile Apps

**Phil Has Limited Technical Knowledge But He Wants To Create An App To Simplify The Booking Process For His Customers. It's Important To Select The Right Approach When Making An App. Which Of The Following Routes Would You Not Recommend To Phil?** (<https://www.certificationanswers.com/en/phil-has-limited-technical-knowledge-but-he-wants-to-create-an-app-to-simplify-the-booking-process-for-his-customers-its-important-to-select-the-right-approach-when-making-an-app-which-of-t/>)

- (A) A professional app developer
- (B) An online self-service tool
- (C) Repurpose an existing app

**(D) Make the app yourself**

Module 15 Lesson 1 Introduction For Advertising On Mobile

**Mo Is A Plumber In Glasgow. He Has A Mobile-Friendly Website, And Wants To Make Sure His Site Becomes More Visible On The Results Page During A Search. Which Keywords Do You Think Would Work Well For His Mobile SEO?**

(<https://www.certificationanswers.com/en/mo-is-a-plumber-in-glasgow-he-has-a-mobile-friendly-website-and-wants-to-make-sure-his-site-becomes-more-visible-on-the-results-page-during-a-search-which-keywords-do-you-think-would-work-well-for/>)

- (A) **Leaky Tap**
- (B) **Blocked Sink**
- (C) How to fix a burst pipe in your bathroom
- (D) **Local plumber**
- (E) Pressure has failed in boiler, how can I fix it myself?
- (F) **Ubend fix**
  
- (G) Why is my dishwasher making a gurgling sound?

**Mo's A Plumber With A Responsive Website. He Wants To Make Sure He's Using The Right Keywords For His Mobile SEO. Which Online Tool Could Help Him Identify Which Keywords Would Be Most Effective?**

(<https://www.certificationanswers.com/en/mos-a-plumber-with-a-responsive-website-he-wants-to-make-sure-hes-using-the-right-keywords-for-his-mobile-seo-which-online-tool-could-help-him-identify-which-keywords-would-be-most/>).

- (A) Google Keyword Planner
- (B) Google Analytics
- (C) Hootsuite

Module 15 Lesson 3 Display Campaigns For Mobile

**Mo Is Keen To Advertise His Plumbing Business. He Needs To Find The Display Advert Design That Will Display Optimally On A Large Smartphone Device, As That's What Most Of His Customers Use. Which Of The Designs Would Work Best On Smartphones?**

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[business-ne-needs-to-find-the-display-advert-design-that-will-display-optimally-on-a-large-smartphone-device-as-thats-what-most-of-his-customers-use-wh/](#))

- (A) Design 1
- (B) **Design 2**

## Module 15 Lesson 4 Social Media Campaigns For Mobile

[After A Lull In Sales, Mo Wants To Use A Social Media Campaign To Launch Some Of His New Plumbing Services. He Wants To Make Sure He's Targeting The Right Audience. Which Parameters Should He Use To Decide Who To Target?](#) ([https://www.certificationanswers.com/en/after-a-lull-in-sales-mo-wants-to-use-a-social-media-campaign-to-launch-some-of-his-new-plumbing-services-he-wants-to-make-sure-hes-targeting-the-right-audience-which-parameters-should-he/](#)).

- (A) Internet speed, age, interests, hair colour, location, job title
- (B) **Age, interests, location**
- (C) Marital status, gender, interests, age

**Mo Has A Plumbing Business. He's Noticed That Other Service Companies Publish Short Videos To Show Off Their Expertise, Products, And How They Do Things. This Engages Their Customers And Drives Interest In Their Services. To Help Customers With Common Plumbing Problems, He Wants To Create A Do-It-Yourself Video On His Website. How Long Should He Make His Video? (<https://www.certificationanswers.com/en/mo-has-a-plumbing-business-hes-noticed-that-other-service-companies-publish-short-videos-to-show-off-their-expertise-products-and-how-they-do-things-this-engages-their-customers-and-drive/>)**

- (A) 30 seconds
- (B) 60 seocnds
- (C) 90 seconds
- (D) **120 seconds**
- (E) 150 seconds
- (F) 180 seconds

## Module 16 Lesson 1 Intro To Content Marketing

**Angela Opened Her Own Beauty Salon Two Years Ago, And Is Now Looking At How Content Marketing Can Help Her Boost The Business's Profile Online. How Could Content Marketing Help Her?**

(<https://www.certificationanswers.com/en/angela-opened-her-own-beauty-salon-two-years-ago-and-is-now-looking-at-how-content-marketing-can-help-her-boost-the-business-profile-online-how-could-content-marketing-help-her/>).

**Q.1 – Could it help her find cheaper suppliers?**

- (A) True
- (B) **False**

**Q.2 – Could it help her develop a stronger brand identity?**

- (A) **True**
- (B) False

**Q.3 – Could it help her understand her customers' shopping preferences?**

- (A) True
- (B) **False**

**Q.4 – Could it help her connect with the right audience?**

- (A) **True**
- (B) False

## Module 16 Lesson 2 Get To Know Your Online Customers

Alex Is A Mechanic Who Owns A Small Garage. He's Also A Keen Blogger, And Writes Great Posts About His Passion: Cars! He Thought His Blog Would Attract More Car Lovers To His Garage, But So Far His Blog Posts Are Not Very Popular And Are Rarely Shared On Social Media. He Has Researched How To Improve The Blog And Now Has A Number Of Actions He Can Take, But Is Unsure Which Should Come First. Can You Help Him By Arranging The Following Actions Into The Correct Order? (<https://www.certificationanswers.com/en/alex-is-a-mechanic-who-owns-a-small-garage-hes-also-a-keen-blogger-and-writes-great-posts-about-his-passion-cars-he-thought-his-blog-would-attract-more-car-lovers-to-his-garage-but-so-fa/>)

The correct order is:

- (1) Find out who his audience is
- (2) Segment his audience into groups
- (3) Create specific content targeted to these audience profiles
- (4) Publish the content and promote it to his audience

Jamie Is Part Of The Content Marketing Team For Fitstuff, A Sports Shop. The Content He's Producing Needs To Appeal To New Customers, As Well As Provide Extra Value To Existing Customers. Which Of The Following Content Would Appeal Best To Both Audiences? (<https://www.certificationanswers.com/en/jamie-is-part-of-the-content-marketing-team-for-fitstuff-a-sports-shop-the-content-hes-producing-needs-to-appeal-to-new-customers-as-well-as-provide-extra-value-to-existing-customers-which/>)

- (A) List of the top 10 sports equipment outlets/shops
- (B) **A competition inviting customers to submit photos of themselves wearing Fitstuff gear, with store gift vouchers up for grabs as prizes**
- (C) 10% discount vouchers for all new customers
- (D) A blog about the store's recycling scheme for old trainers

Module 16 Lesson 4 Writing For Online Audiences

Josh, An Interior Designer, Has Decided To Create Blog Posts And Share Them On Social Media To Promote His New Business. He's Made A List Of All Of The Things He Should Remember When Writing – However, Not All Points On His List Are Correct. Can You Help Him Identify The Points That Are Correct On This List?

(<https://www.certificationanswers.com/en/josn-an-interior-designer-has-decided-to-create-blog-posts-and-share-them-on-social-media-to-promote-his-new-business-hes-made-a-list-of-all-of-the-things-he-should-remember-when-writing/>)

- (A) **Focus on your target audience**
- (B) Only write about the products or services you offer
- (C) **Be consistent in your writing style and tone of voice**
- (D) Add the hook to the end of your blog post
- (E) The longer the post, the better

## Module 16 Lesson 5 Help Your Content Be Seen

**Lydia Is A Business Student Working For A Hotel's Marketing Department For The Summer. She's Responsible For Creating And Promoting Content Across The Hotel's Online Channels. What Should She Do, And In Which Order?**

(<https://www.certificationanswers.com/en/lydia-is-a-business-student-working-for-a-hotels-marketing-department-for-the-summer-shes-responsible-for-creating-and-promoting-content-across-the-hotels-online-channels/>)

She should do things in the following order:

- (1) Consider all the channels available

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(2) Decide what content to create and when based on the target audience

- (2) Decide what content to create, and when, based on the target audience
- (3) Create content
- (4) Publish content
- (5) Promote content

## Module 16 Lesson 6 Measuring Your Success In Content Marketing

Maria Has A Pet Shop In Bristol, And Is Writing Fun Blog Posts About Pets On Her Website, Which Are Also Being Promoted On Her Social Media Accounts. Her Goal Is To Try And Increase Product Sales Through Content Marketing Efforts. Which Metric Is The Most Relevant In Assessing Which Blog Posts Are Contributing To Increased Product Sales? (<https://www.certificationanswers.com/en/maria-has-a-pet-shop-in-bristol-and-is-writing-fun-blog-posts-about-pets-on-her-website-which-are-also-being-promoted-on-her-social-media-accounts-her-goal-is-to-try-and-increase-product-sales-thro/>)

- (A) How long users spend on each blog post
- (B) Which websites are referring traffic to her blog
- (C) The number of new subscribers to her email marketing list
- (D) **How many people click the “Buy Now” CTA at the end of each blog post**

## Module 17 Lesson 1 Email Marketing Basics

**Steph Runs An Online Pet Supplies Shop, And She Has Some Ideas About How Email Marketing Can Help Her Business. Two Of Her Ideas Are Correct And Two Are Not. Can You Weed Out The Wrong Ones?**

- (A) It's a good way of keeping customers informed about products
- (B) **It helps customers talk to each other via email**
- (C) It will let me send info about dog-related products to customers who have dogs
- (D) **It lets customers email me if they have problems or questions**

## Module 17 Lesson 2 Your Email Marketing Options

**Steph Is Thinking About Using An Email Marketing Service To Help Her Send Out Marketing Emails For Her Pet Supplies Store. What Benefits Are There To Using An Email Marketing Service?**

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**Supplies Store. What Benefits Are There To Using An Email Marketing Service?**

(<https://www.certificationanswers.com/en/steph-is-thinking-about-using-an-email-marketing-service-to-help-her-send-out-marketing-emails-for-her-pet-supplies-store-what-benefits-are-there-to-using-an-email-marketing-service/>).

- (A) **They make it easier for customers to sign up to receive marketing emails**
- (B) **They can help you create a customer database**
- (C) They write marketing emails for you
- (D) **They make it straightforward to send out personalised emails**

Module 17 Lesson 3 Crafting Great Marketing Emails

**Steph Is Writing A Marketing Email To Send Out To Customers Who Have Bought Puppy Food And Toys From Her Online Shop. Which Of The Following Options Should She Select To Use In The Subject Line Of The Email?**

(<https://www.certificationanswers.com/en/steph-is-writing-a-marketing-email-to-send-out-to-customers-who-have-bought-puppy-food-and-toys-from-her-online-shop-which-of-the-following-options-should-she-select-to-use-in-the-subject-line-of-the/>).

- (A) Save ££££s on PUPPY FOOD!!!!
- (B) MEGASALE on food for PUPZ!
- (C) **Hi John, do you have a new puppy?**

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## Module 17 Lesson 4 Managing Successful Email Campaigns

**Steph Is Curious To Learn How Her Customers React To Email Marketing Campaigns. What Kind Of Analytics Data Might She Expect To Get From Her Recent Email Marketing Action?** (<https://www.certificationanswers.com/en/steph-is-curious-to-learn-how-her-customers-react-to-email-marketing-campaigns-what-kind-of-analytics-data-might-she-expect-to-get-from-her-recent-email-marketing-action/>)

- (A) Open rates
- (B) Clickthrough rates
- (C) Weekly sales
- (D) Trash rates

## Module 17 Lesson 5 Managing Measuring Success In Email Marketing

**Amelia Is A Marketing Assistant At A Big Clothing Brand, And Has Just Sent Out Her First Email Marketing Campaign. She Takes A Look At The Click Through Rate, To Understand How Many People Clicked On A Link In The Email In Order To Land On Her Website. What Is The Drawback Of This Metric?**

(<https://www.certificationanswers.com/en/amelia-is-a-marketing-assistant-at-a-big-clothing-brand-and-has-just-sent-out-her-first-email-marketing-campaign-she-takes-a-look-at-the-click-through-rate-to-understand-how-many-people-clicked-on/>).

- (A) **The reason for the rate being higher or lower is unknown**
- (B) The less people that open the email, the lower the rate
- (C) It doesn't track the number of bounces

## Module 18 Lesson 1 What Is Display Advertising?

**Colin Has Been Running A Film Review Website For His Podcasts For The Past Two Years. He'd Like To Start Advertising His Site To Increase The Number Of Subscribers. To Do That He Wants To Contact Some Media Owners. Who Do You Think Colin Should Contact? (<https://www.certificationanswers.com/en/colin-has-been-running-a-film-review-website-for-his-podcasts-for-the-past-two-years-hed-like-to-start-advertising-his-site-to-increase-the-number-of-subscribers-to-do-that-he-wants-to-cont/>).**

- (A) **A forum for movie fans**
- (B) Film production agency
- (C) An offline business directory

(D) A network that matches businesses with ad space to sell

## Module 18 Lesson 2 Search Advertising Vs. Display Advertising

To Maximise The Hits On His Website, Colin Wants To Target Two Different Audiences Using Both Display Ads And Search Advertising. His Two Target Audiences Include Cinema-Goers And Home Movie Watchers. Which Type Of Approach Would Work For Each Audience? (<https://www.certificationanswers.com/en/to-maximise-the-hits-on-his-website-colin-wants-to-target-two-different-audiences-using-both-display-ads-and-search-advertising-his-two-target-audiences-include-cinema-goers-and-home-movie-watchers/>)

### (1) Home Movie watchers

- (A) Place a display ad for the local cinema on Colin's own website
- (B) Place a display ad on a cinema listings site
- (C) Create a search ad with keywords based on Colin's film reviews**
- (D) Distribute flyers at the local cinema

### (2) Cinema-goers

- (A) Place a display ad for the local cinema on Colin's own website
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- (B) Place a display ad on a cinema listings site

**(B) Place a display ad on a cinema listings site**

- (C) Create a search ad with keywords based on Colin's film reviews
- (D) Distribute flyers at the local cinema

## Module 18 Lesson 3 The Ins And Outs Of Display Advertising

**Colin's Favourite Director Has Launched A New Film. Colin Has Written A Review And Wants To Use It To Bring In Visitors With A Digital Campaign. Considering He Has A Limited Budget, Which Of The Website Pages Would Not Be Ideal For His Digital Ads?** (<https://www.certificationanswers.com/en/colins-favourite-director-has-launched-a-new-film-colin-has-written-a-review-and-wants-to-use-it-to-bring-in-visitors-with-a-digital-campaign-considering-he-has-a-limited-budget-which-of-t/>)

- (A) Filmography page of the director
- (B) His friend's culinary blog**
- (C) Cinema listings
- (D) **Local news website**

## Module 19 Lesson 1 Making Display Ads Meet Your Goals

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**Colin Distributes A Popular Movie Review Podcast Called ‘Film Talk’ From His Website. He Wants To Use Display Advertising To Attract New Visitors To His Site. Take A Look At The Three Adverts. Pick The One You Think Will Draw The Most Visitors.** (<https://www.certificationanswers.com/en/colin-distributes-a-popular-movie-review-podcast-called-film-talk-from-his-website-he-wants-to-use-display-advertising-to-attract-new-visitors-to-his-site-take-a-look-at-the-three/>)

- (A) Text-based ad
- (B) Video ad
- (C) **Image and text ad**

Module 19 Lesson 2 Understanding Ad Networks

**Colin Has Created His First Video Ad, And Identified Quite A Few Film-Related Websites Where He’d Like To Display It. What One Solution Will Allow Colin To Easily Place His Ad On As Many Relevant Websites As Possible?**

(<https://www.certificationanswers.com/en/colin-has-created-his-first-video-ad-and-identified-quite-a-few-film-related-websites-where-he-d-like-to-display-it>)

[wepsites-where-he-d-like-to-display-it-what-one-solution-will-allow-colin-to-easily-place-his-ad-on-as-many-relev/\)](#)

- (A) Tweet the video link to his friends
- (B) Email website owners to ask if they will feature his video
- (C) Use an ad network such as Google Display Network**
- (D) Share the video on his Facebook page

## Module 19 Lesson 3 How Retargeting Works

**Colin Is Getting A Lot Of Traffic To His Podcast Website, But Not Many Subscribers. He Has Budget To Design Three Display Ads To Encourage People Back To His Website To Subscribe. Colin Came Up With A List Of Target Groups That He'd Like Reach With His Ads. Help Him To Cross Off The Two Least Useful Target Groups From His List.**

[\(https://www.certificationanswers.com/en/colin-is-getting-a-lot-of-traffic-to-his-podcast-website-but-not-many-subscribers-he-has-budget-to-design-three-display-ads-to-encourage-people-back-to-his-website-to-subscribe-colin-came-up-with-a/\)](#)

- (A) People who visit his site
- (B) People who search for TV-related podcasts**
- (C) People who have started (but not finished) the subscription process

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(D) People who download his e-catalogue

**(E) Commentators on film forums**

Module 20 Lesson 1 The Rise Of Online Video

**Justin Is A Passionate Cook. He Runs A Vegetarian Cooking Website Where He Shares Recipes And Sells Speciality Ingredients. How Could Justin Reach His Customers Through Online Video?**

(<https://www.certificationanswers.com/en/justin-is-a-passionate-cook-he-runs-a-vegetarian-cooking-website-where-he-shares-recipes-and-sells-speciality-ingredients-how-could-justin-reach-his-customers-through-online-video/>)

**(A) Upload cooking videos to YouTube**

**(B) Advertise on other videos to promote his recipes**

**(C) Add video to his own website**

**(D) Advertise on online games**

**(E) Buy a TV commercial slot**

**(F) Share video on his social media pages**

Module 20 Lesson 2 How Video Fits Into Your Online Strategy

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**Justin's Created The Perfect Vegetarian Lasagne, And He Wants To Share His Recipe With The World. Can You Help Him Plan Where To Put A Promo Video So It Will Most Effectively Reach His Target Audience?**

(<https://www.certificationanswers.com/en/justins-created-the-perfect-vegetarian-lasagne-and-he-wants-to-share-his-recipe-with-the-world-can-you-help-him-plan-where-to-put-a-promo-video-so-it-will-most-effectively-reach-his-target/>).

- (A) In an email to his customers
- (B) Cookery section of YouTube
- (C) Websites selling speciality vegetarian ingredients
- (D) Local directory listings

Module 20 Lesson 3 Creating Video Content Within Your Budget

**Justin Wants To Do Some Video Interviews With Other Local Chefs. He Wants To Add The Videos To His Blog. Can You Help Him Order His To-Do List?** (<https://www.certificationanswers.com/en/justin-wants-to-do-some-video-interviews-with-other-local-chefs-he-wants-to-add-the-videos-to-his-blog-can-you-help-him-order-his-to-do-list/>)

The correct order for his To-Do list is:

- (1) Plan the video release schedule
- (2) Storyboard the video content
- (3) Decide on a location and source props
- (4) Find a video crew and film the videos
- (5) Edit then upload the videos

## Module 20 Lesson 4 Sharing And Promoting Your Videos

**Justin Is Uploading Some New Videos. What Can He Do To Increase The Chance Of Them Being Promoted And Shared?** (<https://www.certificationanswers.com/en/justin-is-uploading-some-new-videos-what-can-he-do-to-increase-the-chance-of-them-being-promoted-and-shared/>)

- (A) Post it on his website as well as other sites**
- (B) Use a title and keywords that the target audience will use to search**
- (C) Have a call to action such as a ‘share’ option**
- (D) Add hashtags to your videos for social networking sites**

## Module 20 Lesson 5 Advertising On Video Sharing Sites

**Justin Wants To Do More Video Advertising. He Knows His Blog Audience Likes Cooking At Home, TV Shows Featuring Famous Chefs And Cooking Demo Videos. Which Keywords Should He Choose For The Google Ads Programme?** (<https://www.certificationanswers.com/en/justin-wants-to-do-more-video-advertising-he-knows-his-blog-audience-likes-cooking-at-home-tv-shows-featuring-famous-chefs-and-cooking-demo-videos-which-keywords-should-he-choose-for-the-google-ads/>).

- (A) **Home Cooking**
- (B) **TV Chefs**
- (C) Instructional Videos
- (D) **Cooking Videos**
- (E) Chefs
- (F) TV Shows

## Module 20 Lesson 6 Measuring Video Performance

**Justin Is Studying His Food Blog's Analytics. He Notices That Most People Give Up On His Videos After 60 Seconds.**

**He's Brainstormed A List Of Fixes. Cross Out The Ones That You Think Are Wrong.**

(<https://www.certificationanswers.com/en/justin-is-studying-his-food-blogs-analytics-he-notices-that-most-people-give-up-on-his-videos-after-60-seconds-hes-brainstormed-a-list-of-fixes-cross-out-the-ones-that-you-think-a/>)

- (A) Change his preview image and video title
- (B) Update the video description
- (C) Keep new videos under 60 seconds
- (D) Review the comments to see what viewers have said

Module 21 Lesson 1 What Is Web Analytics?

**Linda Runs A Guesthouse With A Website Where People Can Book Their Rooms Online. She's Been Using Web Analytics To Monitor How Customers Interact With Her Website. Linda Uses The Information To Improve The Site And The Visitor's Experience. Take A Look At The Following Terms – Do You Know What They Mean In The Web**

**Analytics World?** (<https://www.certificationanswers.com/en/linda-runs-a-guesthouse-with-a-website-where-people-can-book-their-rooms-online-shes-been-using-web-analytics-to-monitor-how-customers-interact-with-her-website-linda-uses-the-information-t/>)

**(1) Time spent on site**

- (A) Metric
- (B) Conversion
- (C) Dimension

**(2) Visitor's device type**

- (A) Metric
- (B) Conversion
- (C) Dimension

**(3) Visitor's location**

- (A) Metric
- (B) Conversion
- (C) Dimension

**(4) Signing up to the newsletter**

- (A) Metric
- (B) Conversion
- (C) Dimension

## Module 21 Lesson 2 Making Web Analytics Work For You

Linda's Analytics Data Shows People Unsubscribing From Her Newsletter After Two Weeks. These People Also Aren't Booking Rooms At Her Guesthouse. Linda Gets Some Advice From Her Friends. Whose Advice Should She Take? (<https://www.certificationanswers.com/en/lindas-analytics-data-shows-people-unsubscribing-from-her-newsletter-after-two-weeks-these-people-also-arent-booking-rooms-at-her-guesthouse-linda-gets-some-advice-from-her-friends/>)

- (A) "Stop sending newsletters as people aren't reading them"
- (B) "**Review the content of the newsletters to check they're suitable**"
- (C) "**Check you're not sending too many newsletters**"
- (D) "Send more newsletters reminding customers to book a room"

## Module 21 Lesson 3 Tracking Specific Goals With Web Analytics

Linda Runs A Guesthouse And Has Been Using Analytics To Gather Information About How People Interact With Her Website. She's Recently Revamped Her Newsletter, And Has Made The Site Responsive To Appeal To Users On Mobile Devices. Which Elements Of The Analytics Should Linda Focus On To Measure The Effectiveness Of Her

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**Changes:** (<https://www.certificationanswers.com/en/linda-runs-a-guesthouse-and-has-been-using-analytics-to-gather-information-about-how-people-interact-with-her-website-shes-recently-revamped-her-newsletter-and-has-made-the-site-responsive/>)

- (A) Number of visits to the site per month
- (B) Number of site pages users explore on average
- (C) Amount of time visitors spend on the site
- (D) Number of people clicking on the links in her newsletters**
- (E) Percentage of orders made on smartphones and tablets**

## Module 22 Lesson 1 Web Analytics And Organic Search

**Linda Runs A Guesthouse. She Wants To Use Analytics To Measure Traffic Coming To Her Website From Organic Search Results. What Can She Learn From Analytics Reports?** (<https://www.certificationanswers.com/en/linda-runs-a-guesthouse-she-wants-to-use-analytics-to-measure-traffic-coming-to-her-website-from-organic-search-results-what-can-she-learn-from-analytics-reports/>)

- (A) Which search engines visitors use**
- (B) How traffic is trending over time**
- (C) How relevant the content is for keywords**

**(D) How many visitors are using mobile devices**

Module 22 Lesson 2 Tools To Measure SEM

Linda Owns A Guesthouse And Has A Website Where Customers Can Book And Pay For Rooms In Advance. Linda Uses SEM To Create Targeted Ads For Her Rooms. She's Now Looking At The Analytics Data For The Different Ad Campaigns She Runs. Take A Look At The Analytics Data For The Three Campaigns. Which One Campaign Is Performing Least Well? (<https://www.certificationanswers.com/en/linda-owns-a-guesthouse-and-has-a-website-where-customers-can-book-and-pay-for-rooms-in-advance-linda-uses-sem-to-create-targeted-ads-for-her-rooms-shes-now-looking-at-the-analytics-data-fo/>)

(A) Cosy guesthouse in Guildford town centre Get away from it all in a relaxed setting Book a room today!

**(478 clicks 6% conversion rate)**

(B) Family friendly guesthouse Lots to do nearby Come and see what we have to offer!

**(830 clicks 2% conversion rate)**

(C) Romantic guesthouse getaway in Guildford Plan a special trip with your loved one Book online now!

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**(630 clicks 4% conversion rate)**

Module 22 Lesson 3 Breaking Down Your Data For Insights

Linda Runs A Successful Guesthouse In The Centre Of Guildford. She Promotes The Guesthouse Online And Has A Website Where Customers Can Book And Pay For Rooms In Advance. Linda Wants To Use Segmentation To Break Down Her Analytics Data. What Information About The Visitors Can She Gather By Using This?

(<https://www.certificationanswers.com/en/linda-runs-a-successful-guesthouse-in-the-centre-of-guildford-she-promotes-the-guesthouse-online-and-has-a-website-where-customers-can-book-and-pay-for-rooms-in-advance-linda-wants-to-use-segmentati/>)

- (A) Devices used
- (B) The visitor's city
- (C) The visitor's country
- (D) The number of clicks on a page

Module 23 Lesson 1 Using Data To Understand Audiences  
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**Charles Is Thinking About Taking His Business Online. He Has Many Questions, But First He Wants To Understand What Benefits Data Can Have In Online Marketing. He Needs Some Advice. What Are The Benefits Of Data In Online Marketing?** (<https://www.certificationanswers.com/en/charles-is-thinking-about-taking-his-business-online-he-has-many-questions-but-first-he-wants-to-understand-what-benefits-data-can-have-in-online-marketing-he-needs-some-advice-what-are-the-benefi/>).

- (A) **Data can be accessed and analysed in real time**
- (B) **Data helps you make informed decisions**
- (C) Data allows you to regard every customer as a number, removing the need for personalisation
- (D) Digital data reaches more customers

## Module 23 Lesson 2 Understanding The Data Cycle

**Jo Is About To Launch A New Online Campaign, And Wants To Know How Data Can Be Used To Make The Campaign As Effective As Possible. Rearrange The Steps Below In The Correct Order To Help Jo Understand What Should Happen First.** (<https://www.certificationanswers.com/en/jo-is-about-to-launch-a-new-online-campaign-and-wants-to->

know-how-data-can-be-used-to-make-the-campaign-as-effective-as-possible-rearrange-the-steps-below-in-the-correct-order-to-help-jo-understand/)

The correct order for the steps to follow is:

- (1) Identify the goals of the campaign and plan the next actions to take
- (2) Collect the relevant data
- (3) Check and investigate the findings
- (4) Take action to test the hypothesis

Module 23 Lesson 3 Creating Actionable Insights From Your Data

Lee Is Currently Trying To Promote A Free EBook Download On His Website. He Has Spent Time Creating Compelling Emails And Posting Updates On His Social Media Accounts. He Decides To Use Data To Work Out If Actionable Insights Can Improve The Success Of His Non-Paid Promotional Efforts.

(<https://www.certificationanswers.com/en/lee-is-currently-trying-to-promote-a-free-ebook-download-on-his-website-he-has-spent-time-creating-compelling-emails-and-posting-updates-on-his-social-media-accounts-he-decides-to-use-data-to-work-o/>)

Here are the highlights of the data that was gathered:

75% of all eBook downloads came via his social media posts, 15% coming from his email newsletter and 10% via organic search traffic

Most eBook downloads occurred between 5.00 p.m. and 7.00 p.m.

Facebook accounted for 65% of social media eBook downloads, LinkedIn made up another 25%, while other social media platforms delivered a total of 10%.

Using this information, what actionable insights could Lee come up with to improve the success of his promotional efforts going forward?

- (A) Develop additional email marketing content, ensuring emails are delivered during the off-peak eBook download time.
- (B) Post content across all social media channels during off peak eBook download time, and send email marketing content during peak eBook download time.
- (C) **Reduce his efforts on the email marketing campaign and expand on social media promotion, specifically on Facebook and LinkedIn.**
- (D) **Schedule engaging Facebook posts to be published between 5.00 p.m. and 7.00 p.m.**

Module 23 Lesson 4 Managing Numbers Using Spreadsheets

Cassie Has Been Using Spreadsheets To Keep Track Of How Her Email Campaigns Have Been Performing. She Has Created Three Different Graphs Using All Of The Data At Her Disposal. Which Graph Best Shows That The Open Rate Of Her Emails Has Decreased Over Time? (<https://www.certificationanswers.com/en/cassie-has-been-using-spreadsheets-to-keep-track-of-how-her-email-campaigns-have-been-performing-she-has-created-three-different-graphs-using-all-of-the-data-at-her-disposal-which-graph-best-shows-t/>).

- (A) Image 1
- (B) **Image 2**
- (C) Image 3

Module 23 Lesson 5 Presenting Data Effectively

Anya Is Working On A Presentation For Potential Investors. They Would Like To See How The Demand For Public Parking Has Grown In The Past Three Years. Anya Has Created The Following Four Graphics To Illustrate The Growth Demand. Which Graphic Would Be The Clearest And Make The Most Impact On The Investors?

(<https://www.certificationanswers.com/en/anya-is-working-on-a-presentation-for-potential-investors-they-would-like-to-see-how-the-demand-for-public-parking-has-grown-in-the-past-three-years-anya-has-created-the-following-four-graphics-to-i/>)

- (A) Image of a table of figures
- (B) Image of bar graph**
- (C) Image of pie chart
- (D) Image of a heat map

Module 24 Lesson 1 Using E-Commerce To Sell

**Jo Owns A Furniture Shop, And She's Just Started Using The Internet To Boost Sales. She Has Some Ideas On What To Do To Sell Products On Her Website. Help Jo Decide On One Idea And Cross Off The Rest.**

(<https://www.certificationanswers.com/en/jo-owns-a-furniture-shop-and-shes-just-started-using-the-internet-to-boost-sales-she-has-some-ideas-on-what-to-do-to-sell-products-on-her-website-help-jo-decide-on-one-idea-and-cross-off-t/>)

- (A) Publish her inventory on a third party site**
- (B) A forum to get feedback on her services**
- (C) Use a money transfer provider to take customer payments online

Module 24 Lesson 2 Taking Payments And Manage Orders  
Privacy & Cookies Policy

**Jo Wants To Create A Fully Functional Online Store. Can You Check Which Of The Following Features Are Available In Most Fully Functional Online Stores?** (<https://www.certificationanswers.com/en/jo-wants-to-create-a-finally-functional-online-store-can-you-check-which-of-the-following-features-are-available-in-most-fully-functional-online-stores/>)

**(1) Order management via a backend system**

- (A) Yes
- (B) No

**(2) Customer reviews pane**

- (A) Yes
- (B) No

**(3) Products browser**

- (A) Yes
- (B) No

**(4) Over-the-phone payments via a web-based calling system**

- (A) Yes
- (B) No

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(B) No

## Module 25 Lesson 1 Creating A Smooth E-Commerce Experience

**Jo Wants To Use Analytics Data And Visitor Surveys To Make Some Improvements To Her E-Commerce Website, But She Only Has Limited Time And Budget. What Actions Could Jo Take For Each Of These Findings?**

(<https://www.certificationanswers.com/en/jo-wants-to-use-analytics-data-and-visitor-surveys-to-make-some-improvements-to-her-e-commerce-website-but-she-only-has-limited-time-and-budget-what-actions-could-jo-take-for-each-of-these-findings/>)

### **(1) Customers access the shop a lot on mobile**

- (A) Add customer reviews
- (B) Create registration for customer accounts
- (C) Introduce responsive design**
- (D) Add a search feature

### **(2) Customers want to find a specific product**

- (A) Add customer reviews
- (B) Create registration for customer accounts
- (C) Introduce responsive design**
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- (D) Add a search feature

(D) Add a search feature

**(3) There are lots of website visits but no one is buying the products**

(A) Add customer reviews

(B) Create registration for customer accounts

(C) Introduce responsive design

(D) Add a search feature

**(4) Repeat customers add products to their cart but are not checking out**

(A) Add customer reviews

**(B) Create registration for customer accounts**

(C) Introduce responsive design

(D) Add a search feature

Module 25 Lesson 2 Product Promoting And Merchandising

**Office Sets Are Steady Sellers For Jo. How Can She Suggest Office Furniture Items To Customers Who Might Not Have Considered Them Yet?** (<https://www.certificationanswers.com/en/office-sets-are-steady-sellers-for-jo-how-can-she-suggest-office-furniture-items-to-customers-who-might-not-have-considered-them-yet/>).

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- (A) Create a ‘Suggested products’ banner
- (B) Use analytics to understand who is visiting the site
- (C) Add a video tour of the shop

Module 25 Lesson 3 Retargeting For E-Commerce

**Jo Has Noticed That Some Of Her Customers Leave Her Site Without Making A Purchase. She’s Set Up Some Product Retargeting Ads, And Wants To Measure The Performance Of Her Campaign. What Parameters Should She Look At To See If She’s Attracting Potential Customers? (<https://www.certificationanswers.com/en/jo-has-noticed-that-some-of-her-customers-leave-her-site-without-making-a-purchase-shes-set-up-some-product-retargeting-ads-and-wants-to-measure-the-performance-of-her-campaign-what-paramete/>)**

- (A) Conversion rates
- (B) Number of people clicking on each ad type
- (C) Comments on her social media profile
- (D) How many pages visitors check before they leave the site

**Matt Runs An Online Vintage Record Store In The UK. He Wants To Expand Into New Markets, But Doesn't Know Where To Begin. What Tools Can Help Him Choose His New Market?** (<https://www.certificationanswers.com/en/matt-runs-an-online-vintage-record-store-in-the-uk-he-wants-to-expand-into-new-markets-but-doesnt-know-where-to-begin-what-tools-can-help-him-choose-his-new-market/>).

- (A) Market insight tools
- (B) Search trends by location
- (C) Translation services

## Module 26 Lesson 2 Validating Your New Market

**Matt Has Found Out There's A Growing Market For Vintage Records In Portugal. He Now Needs To Identify Insights On His New Audience Using A Variety Of Tools. Can You Help Him Match The Correct Tool With Its Corresponding Insight?** (<https://www.certificationanswers.com/en/matt-has-found-out-theres-a-growing-market-for-vintage-records-Privacy & Cookies Policy>)

[in-portugal-ne-now-needs-to-identify-insights-on-his-new-audience-using-a-variety-of-tools-can-you-help-him-match-the-correct/](#)

**(1) High search traffic on vintage record terms from Portugal**

- (A) Google Keyword Planner
- (B) Google Analytics
- (C) Google Market Finder**

**(2) Low competition on search ads in Portugal**

- (A) Google Keyword Planner**
- (B) Google Analytics
- (C) Google Market Finder

**(3) People in Portugal are looking at his website**

- (A) Google Keyword Planner
- (B) Google Analytics**
- (C) Google Market Finder

Module 26 Lesson 3 Being Understood Abroad

## Matt Needs To Make Sure His Website Is Suitable For His Portuguese Customers. He's Made A List Of Translation And Localisation Tasks. Which Items On His List Relate To Localisation?

(<https://www.certificationanswers.com/en/matt-needs-to-make-sure-his-website-is-suitable-for-his-portuguese-customers-hes-made-a-list-of-translation-and-localisation-tasks-which-items-on-his-list-relate-to-localisation/>)

- (A) **Adjusting colloquialisms so they make sense in Portuguese**
- (B) Adding his UK office's address to the main site
- (C) **Calculating prices of the products in local currency.**
- (D) **Adjusting humourous product descriptions so they make sense in Portuguese**

Module 26 Lesson 4 Advertise Across Borders

## Matt's Chosen His Market, Now It's Time To Find New Customers. He Has A Few Ideas, But Not All Of Them Will Reach His Portuguese Audience. Can You Help Him Choose His Best Advertising Ideas?

(<https://www.certificationanswers.com/en/matts-chosen-his-market-now-its-time-to-find-new-customers-he-has-a-few-ideas-but-not-all-of-them-will-reach-his-portuguese-audience-can-you-help-him-choose-his-best-advertising/>)

- (A) **Advertise on Portuguese music websites**
- (B) Send English emails to current UK customers
- (C) **Use search ads driven by translated search terms**
- (D) **Use social media to promote his products**

**(D) Set up a Portuguese webpage for his store**

Module 26 Lesson 5 The Support Systems You Will Need

**Portugal Seems Like A Good Market For Matt To Move Into. He's Looked Into The Legal Requirements Of Trading Records In Portugal And Is Pleased To Find There Aren't Any. But What Other Financial Or Regulatory Requirements Should He Check?** (<https://www.certificationanswers.com/en/portugal-seems-like-a-good-market-for-matt-to-move-into-hes-looked-into-the-legal-requirements-of-trading-records-in-portugal-and-is-pleased-to-find-there-arent-any-but-what-other/>)

- (A) Custom duties and tariffs**
- (B) Portuguese taxes**
- (C) Exchange rates**
- (D) National holidays**
- (E) Product safety requirements**
- (F) Insurance cover**

Module 26 Lesson 6 Helping Customers Abroad Buy Your Products  
[Privacy & Cookies Policy](#)

**Matt's Found Out That Portugal Has Fast Internet Speeds, Which Is Great For Accessing His Website. What Things Will Matt Definitely Need To Do Now He Has Customers In A New Market?**

(<https://www.certificationanswers.com/en/matts-found-out-that-portugal-has-fast-internet-speeds-which-is-great-for-accessing-his-website-what-things-will-matt-definitely-need-to-do-now-he-has-customers-in-a-new-market/>).

- (A) Use an international payment system
- (B) Research the Portuguese music scene
- (C) Visit Portugal frequently
- (D) Use an automated translation service
- (E) Learn to speak Portuguese
- (F) Check his site from an international point of view

Module 26 Lesson 7 Delivering To Customers Across The Globe

**Matt's Getting Ready To Sell His Vintage Records To Portuguese Customers Online. But There's One Unhelpful Task On His To-Do List. Can You Cross It Out For Him? (<https://www.certificationanswers.com/en/matts-getting-ready-to-sell-his-vintage-records-to-portuguese-customers-online-but-theres-one-unhelpful-task-on-his-to-do-list-can-you-cross-it-out-for-him/>)**

[cross-it-out-tor-nim/](#)).

- (A) Research label requirements for international shipping
- (B) Set up a few Portuguese social media accounts**
- (C) Choose an international shipping partner
- (D) Set up customer service for international orders

#### **Modules - 26 Topics :**

Module 1

The increased use of the internet presents a lot of potential for which types of businesses? (<https://www.certificationanswers.com/en/the-increased-use-of-the-internet-presents-a-lot-of-potential-for-which-types-of-businesses>

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## types-of-businesses/)

All businesses

Small business owners

International businesses

Local businesses

Taking a business online can involve many different steps. When starting out, which activity could be a part of this process?

(<https://www.certificationanswers.com/en/taking-a-business-online-can-involve-many-different-steps-when-starting-out-which-activity-could-be-a-part-of-this-process/>)

Sending flyers with your web address to customers

Creating a business listing in online local directories

Increasing print and billboard advertising

Building a team of digital advertising experts

Which of the following is the easiest way for visitors to learn about a business while visiting a website?

(<https://www.certificationanswers.com/en/which-of-the-following-is->)

## [\*\*the-easiest-way-for-visitors-to-learn-about-a-business-while-visiting-a-website/\*\*](#)

Getting a free 'taster' of one of your products when they sign up to receive emails

Listening to an audio file that auto plays whenever someone visits your site

Browsing your product pages and reviewing the Frequently Asked Questions page

Reading the terms and conditions for your products on your site

## **What is a key benefit of having an online presence for a business?**

### [\*\*\(<https://www.certificationanswers.com/en/what-is-a-key-benefit-of-having-an-online-presence-for-a-business/>\)\*\*](#)

The ability to sell products directly to customers through social media

Being visible when people search for a business like yours

Sending users emails to update them on new products

Being able to offer new customers promotional discounts

Module 2

[Which tool helps you measure the success of your website?](https://www.certificationanswers.com/en/which-tool-helps-you-measure-the-success-of-your-website/)  
[\(https://www.certificationanswers.com/en/which-tool-helps-you-measure-the-success-of-your-website/\).](https://www.certificationanswers.com/en/which-tool-helps-you-measure-the-success-of-your-website/)

Keyword Planner

Ad Gallery

Ad Preview Tool  
Privacy & Cookies Policy

A U T H

**Which of the following statements is true when it comes to taking a business online? (<https://www.certificationanswers.com/en/which-of-the-following-statements-is-true-when-it-comes-to-taking-a-business-online/>)**

Stick to what you are doing and don't make changes

The same content works across online and offline platforms

Use analytics to make informed decisions

Use analytics to track your customers across the Internet

**Which term best describes the business activity that occurs when website visitors buy products or services from you online?**

(<https://www.certificationanswers.com/en/which-term-best->

describes-the-business-activity-that-occurs-when-website-visitors-buy-products-or-services-from-you-online/)

E-commerce

Display advertising

Search engine marketing

Pay per click

Which of the following statements is true when marketing your business online? (<https://www.certificationanswers.com/en/which-of-the-following-statements-is-true-when-marketing-your-business-online/>)

You need a website to show up in search results

You'll reach a similar client base to the one you have in the real world

You'll be seen by the same volume of customers whether you use search advertising or not

Social media is a great way to engage your audience

Module 3

Which of the following statements is true when it comes to developing a web presence for a business?

(<https://www.certificationanswers.com/en/which-of-the-following->

Privacy & Cookies Policy

## statements-is-true-when-it-comes-to-developing-a-web-presence-for-a-business/)

Customers can learn about a business by downloading a mobile app, but they can't place an order using an app

Building a new website requires a large budget

Mobile apps enable your customers to purchase your products without being on your website

All businesses must have a website to sell products

## What is a web server?

(<https://www.certificationanswers.com/en/what-is-a-web-server/>)

The customer service representative you can call when you have questions about your website

The answer you get when you search a term on the web

A computer connected to the Internet with software that allows it to host all the components of your website

The device that determines the speed of your mobile connection

Fill in the blank: A \_\_\_\_\_ is a shortcut to other pages on your site or elsewhere on the web.

(<https://www.certificationanswers.com/en/fill-in-the-blank-a->

-is-a-shortcut-to-other-pages-on-your-site-or-elsewhere-on-the-web/)

Hyperlink

Return link

Menu bar

Breadcrumb

Which of the following is something you'll probably want to exclude from your website? (<https://www.certificationanswers.com/en/which-of-the-following-is-something-youll-probably-want-to-exclude-from-your-website/>)

Prices

A lot of deep scientific information and detailed statistics

Special offers

Certifications to show you're qualified to provide a service

Which of the following is an example of a 'call to action' on a website? (<https://www.certificationanswers.com/en/which-of-the-following-is-an-example-of-a-call-to-action-on-a-website/>)

A list of phone numbers customers can use to get in contact with you

A 'Get directions to our store' button which when clicked, redirects to a map displaying directions to the store based on the customer's current address

An icon button that takes the customer to your social media accounts

A hotline phone number that helps users complete their purchases

## **What should you consider when developing your website content?** **(<https://www.certificationanswers.com/en/what-should-you-consider-when-developing-your-website-content/>)**

What your customers are looking for

Your latest promotions and discounts

Your brand values

Whether the content will go viral or not

Module 4

**What is the first step in creating an online business strategy?**  
**(<https://www.certificationanswers.com/en/what-is-the-first-step-in-creating-an-online-business-strategy/>)**

Identifying business goals

Understanding what the competition is doing  
Privacy & Cookies Policy

Knowing the market

Aligning goals to the strategy

## **What is the purpose of the 'See, Think, Do, Care' framework? (<https://www.certificationanswers.com/en/what-is-the-purpose-of-the-see-think-do-care-framework/>)**

To help determine a marketing strategy

To help a business understand the customer journey online

To help a business reach a global audience

To give insight into specific customer groups

## **Why is optimising customer touchpoints online beneficial for businesses? (<https://www.certificationanswers.com/en/why-is-optimising-customer-touchpoints-online-beneficial-for-businesses/>)**

It allows brands to add pop-up ads at every point of the customer journey, ensuring high visibility

It gives businesses the opportunity to save money on online advertising

It provides customers with value every time they come into contact with a brand, helping build trust

It gives businesses an opportunity to collect more data from potential customers

**Once you've worked out your Unique Selling Point (USP), how would you use it in a long-term online strategy?**

**(<https://www.certificationanswers.com/en/once-youve-worked-out-your-unique-selling-point-usp-how-would-you-use-it-in-a-long-term-online-strategy/>)**

Incorporate it within marketing materials across all channels to help raise customer awareness

Create an email campaign letting your customers know why you are unique

Film a video explaining your unique selling point and send it to employees

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Create a press release and distribute it through your channels

## What type of information can KPIs provide? (<https://www.certificationanswers.com/en/what-type-of-information-can-kpis-provide/>)

Audience segmentation

Long-term projections

Financial viability

Board decisions

## Why are search engines a great place for a business to be found? (<https://www.certificationanswers.com/en/why-are-search-engines-a-great-place-for-a-business-to-be-found/>)

People pay to use search engines, so there is a wealthy customer base there

People who search are actively looking for information, products or services

Search engines are a big trend these days

Search engines guarantee new customers

**What technology do search engines use to 'crawl' websites?  
(<https://www.certificationanswers.com/en/what-technology-do-search-engines-use-to-crawl-websites/>)**

Androids

Interns

Automatons

Bots

Which of the following can help a search engine understand what your page is about? (<https://www.certificationanswers.com/en/which-of-the-following-can-help-a-search-engine-understand-what-your-page-is-about/>)

The date it was published

The number of images used

The total number of words

The title tag

Fill in the blank: Spending money on search advertising influences how your website appears in \_\_\_\_\_.

(<https://www.certificationanswers.com/en/fill-in-the-blank-spending->

money-on-search-advertising-influences-how-your-website-appears-in-()

Organic search results

The search results page

Business directories

Display advertising networks

Which of these is an important factor in the paid search auction system? (<https://www.certificationanswers.com/en/which-of-these-is-an-important-factor-in-the-paid-search-auction-system/>)

How famous your brand name is

How cool your logo is

How long your business has been around  
Privacy & Cookies Policy

How relevant your ads are

## Which of these can Google Search Console help you to do? (<https://www.certificationanswers.com/en/which-of-these-can-google-search-console-help-you-to-do/>)

It helps you increase your social media following

It helps you optimise your Google My Business listing

It helps you understand which keywords people are searching for on Google

It helps you run A/B tests on your home page

## Which of the following factors should you consider when optimising your website for search engines?

(<https://www.certificationanswers.com/en/which-of-the-following->

[factors-you-should-consider-when-optimising-your-website-for-search-engines/](#))

Colour scheme

Recycled content

Inspiring business name

Site popularity

[What should be the first step of a structured SEO plan?](#)

[\(https://www.certificationanswers.com/en/what-should-be-the-first-step-of-a-structured-seo-plan/\)](#)

Identifying your ad budget

Buying an analytics software

Setting up your presence on social media sites

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Keyword research

When it comes to search ads, which of the following could dictate how an ad will perform against a competitor?

(<https://www.certificationanswers.com/en/when-it-comes-to-search-ads-which-of-the-following-could-dictate-how-an-ad-will-perform-against-a-competitor/>)

Social media following

Bid value

Domain authority

Average number of visitors to the company's website

Fill in the blank: Short strings of specific keywords with low search

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volume are called \_\_\_\_\_.

(<https://www.certificationanswers.com/en/fill-in-the-blank-short-strings-of-specific-keywords-with-low-search-volume-are-called-/>)

Long-hair keywords

Long-tail keywords

High-relevance keywords

Top-tail keywords

Which of the following would be an ideal goal for an SEO plan?

(<https://www.certificationanswers.com/en/which-of-the-following-would-be-an-ideal-goal-for-an-seo-plan/>)

Increasing social media likes and follows

Increasing how many relevant people visit your website  
Privacy & Cookies Policy

Showing your website to as many people as possible

Being in first place in SERP for any keyword

**Which of the following page titles would be most suitable for a website page describing a store's return policy?**  
**(<https://www.certificationanswers.com/en/which-of-the-following-page-titles-would-be-most-suitable-for-a-website-page-describing-a-stores-return-policy/>)**

How to Send Stuff Back

[Company Name's] Return Policy

Return Policy

Company Policies

**Which of the following is a good way to get other websites to link to your site? (<https://www.certificationanswers.com/en/which-of-the-following-is-a-good-way-to-get-other-websites-to-link-to-your-site/>)**

Keep linking to them until they link to you

Send them emails until they link to you

Building relationships with similar sites

**When expanding a business internationally, which of the following is most important to provide on your website?**

**(<https://www.certificationanswers.com/en/when-expanding-a-business-internationally-which-of-the-following-is-most-important-to-provide-on-your-website/>)**

Products and delivery details in the correct currency

Time and dates written in the local format  
Privacy & Cookies Policy

Exchange rate information

Free giveaways for local customers

**Search engine marketing can also be called what?**  
**(<https://www.certificationanswers.com/en/search-engine-marketing-can-also-be-called-what/>)**

Pay-per-click advertising

Organic advertising

Search box marketing

One-click advertising

**In an SEM auction, your Quality Score is based on which aspect of your ad? (<https://www.certificationanswers.com/en/in-an-sem-auction-your-quality-score-is-based-on-which-aspect-of-vour-ad/>)**

Bid

Relevance

Wit

Length

Fill in the blank: It's possible to determine how well a/an  
will perform without bidding on it.

(<https://www.certificationanswers.com/en/fill-in-the-blank-its-possible-to-determine-how-well-a-an---will-perform-without-bidding-on-it/>)

Auction

Website

Keyword

[Privacy & Cookies Policy](#)

Advert

**What should your search ad have in order to promote more clicks?**  
(<https://www.certificationanswers.com/en/what-should-your-search-ad-have-in-order-to-promote-more-clicks/>).

A call to action

A catchy headline

A close-up photo

A social media link

**Which of the following is a benefit of using relevant ads and landing pages?**  
(<https://www.certificationanswers.com/en/which-of-the-following-is-a-benefit-of-using-relevant-ads-and-landing-pages/>)

Increased cost for ad placements

Higher ad positions on the search results page

Higher cost per clicks on your ads

Ads that will ensure more purchases

**When it comes to search ads, which description best describes 'negative keywords'?**

**(<https://www.certificationanswers.com/en/when-it-comes-to-search-ads-which-description-best-describes-negative-keywords/>)**

Keywords with no association to your site

Keywords with a poor search volume

Keywords that are excluded from a campaign

Keywords that are typed incorrectly  
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Fill in the blank: If you use \_\_\_\_\_ keywords when building your search ads, minor variations, like plurals, can still trigger the ad.  
([https://www.certificationanswers.com/en/fill-in-the-blank-if-you-use-\\_\\_\\_\\_\\_ -keywords-when-building-your-search-ads-minor-variations-like-plurals-can-still-trigger-the-ad/](https://www.certificationanswers.com/en/fill-in-the-blank-if-you-use-_____ -keywords-when-building-your-search-ads-minor-variations-like-plurals-can-still-trigger-the-ad/))

Exact Match

Random Match

Direct match

Close match

What can conversion tracking in search help you measure?  
(<https://www.certificationanswers.com/en/what-can-conversion-tracking-in-search-help-you-measure/>)

How many transactions are completed on your site overall

How many people click on your SEM ad and end up browsing your site

How many people visiting your site from a search ad end up completing a purchase

How many customers your ad has converted into brand ambassadors

**How can you improve a business's visibility to people located near you geographically? (<https://www.certificationanswers.com/en/how-can-you-improve-a-businesss-visibility-to-people-located-near-you-geographically/>)**

Translate your website into at least two more languages

Offer free phone support during business hours

Ensure you have good analytics on your website

Make sure your phone number, address and business hours are easy to find  
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**Which of the following is an example of a local search?**  
**(<https://www.certificationanswers.com/en/which-of-the-following-is-an-example-of-a-local-search/>)**

"bike shop near me"

"bike shop in UK"

"local bicycle shop"

"bike shops"

**Which of the following is a benefit of registering your business in online local listings?**

**(<https://www.certificationanswers.com/en/which-of-the-following-is->)**

## a-benefit-of-registering-your-business-in-online-local-listings/)

Discounted pricing on your search advertising campaigns

Increased likelihood of being discovered through search engines

More mentions on social media platforms

Guaranteed sales to local customers

## Which three pieces of information are essential to include first in your local directory listing?

(<https://www.certificationanswers.com/en/which-three-pieces-of-information-are-essential-to-include-first-in-your-local-directory-listing/>)

Business address, website, telephone numbers

Business name, business address, telephone numbers

Website, telephone numbers, email address

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Business name, email address, website

**Which of the following factors help search engines determine if your business is local? (<https://www.certificationanswers.com/en/which-of-the-following-factors-help-search-engines-determine-if-your-business-is-local/>)**

Location details on the website, quality content and how mobile friendly the website is

Location details on the website, list of shops local to you and a contact form

Quality content, list of local suppliers and location details

Location GPS tags on photos, quality content and how mobile friendly the website is

**When looking to attract a local audience, why it is important to optimise your website and content for mobile users?**

(<https://www.certificationanswers.com/en/when-looking-to-attract->

## a-local-audience-why-it-is-important-to-optimise-your-website-and-content-for-mobile-users/)

Because local users tend to use their mobile devices when they're out of the house

Because mobiles will replace desktop computers

Because all online users browse on mobile devices these days

Because marketing for mobile is more cost effective

## Which of the following can help you gain visibility in search engines? (<https://www.certificationanswers.com/en/which-of-the-following-can-help-you-gain-visibility-in-search-engines/>).

Adding relevant content that highlights the location of your business

Including your address on your Twitter account

Optimising your site for desktop devices only

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Adding a list of shops local to you on your website

**Which of the following can businesses achieve by using social media?**  
**(<https://www.certificationanswers.com/en/which-of-the-following-can-businesses-achieve-by-using-social-media/>)**

Attract new audiences

Build a good reputation with customers

Meet sales goals

Increase traffic to their website

**Fill in the blank: Businesses should focus on social media platforms with .**  
**(<https://www.certificationanswers.com/en/fill-in-the-blank-businesses-should-focus-on-social-media-platforms-with->)**

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       /)

The biggest reputation

The most expected engagement

A relevant audience

The most users

**Which of the following is an example of a social media goal?**  
**(<https://www.certificationanswers.com/en/which-of-the-following-is-an-example-of-a-social-media-goal/>)**

Acquire genuine reviews on products

Drive more traffic to your store

Develop one-way communication with customers

Mimic your competition's approach

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**Which details should you look to include on a business profile page on social media? (<https://www.certificationanswers.com/en/which-details-should-you-look-to-include-on-a-business-profile-page-on-social-media/>)**

Details about the CEO

Link to a local listing site you're on

Description of the business

Cost of products and services

**A robust social media plan includes which of the following? (<https://www.certificationanswers.com/en/a-robust-social-media-plan-includes-which-of-the-following/>)**

A list of content that mimics competitor content

All of your online business goals

A long-term schedule identifying when to post content

A list of friends who can post on the accounts

**What is the best way to put your social content in front of people who don't already follow you?**

(<https://www.certificationanswers.com/en/what-is-the-best-way-to-put-your-social-content-in-front-of-people-who-dont-already-follow-you/>)

Increase your email marketing campaigns

Ask people to share your content to their networks

Use paid promotion to reach new audiences  
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Put links to your social on your website

## What can social media analytics tools help you measure when assessing campaign results?

(<https://www.certificationanswers.com/en/what-can-social-media-analytics-tools-help-you-measure-when-assessing-campaign-results/>)

Whether the campaign was more successful than your competitors

Whether the visitors liked the social campaigns or not

Whether a visitor called the store after seeing a social post

Whether the visitor clicked on a paid ad or organic listing

## Which of the following is a pitfall when using social media for

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**business? (<https://www.certificationanswers.com/en/which-of-the-following-is-a-pitfall-when-using-social-media-for-business/>)**

2-way conversation with customers

Not being present on every social media platform

Not having the resources to respond to comments and questions in a timely manner

Spending too much time reviewing social media analytics

**When looking to ensure your website is easily accessible by mobile users, what should you focus on doing first?**

**(<https://www.certificationanswers.com/en/when-looking-to-ensure-your-website-is-easily-accessible-by-mobile-users-what-should-you-focus-on-doing-first/>)**

Redesign your website colour scheme

Create a mobile app

Shorten your website content

## What does responsive design mean?

(<https://www.certificationanswers.com/en/what-does-responsive-design-mean/>)

Your visitors can manually adjust the size of your website

Your website will adapt to suit whichever device it is being viewed on

Your customers can provide feedback on the design of your site

Your website will respond to clicks faster

## When it comes to optimising your website's SEO for mobile users, which of the following is a crucial factor to keep in mind?

(<https://www.certificationanswers.com/en/when-it-comes-to->

## optimising-your-websites-seo-for-mobile-users-which-of-the-following-is-a-crucial-factor-to-keep-in-mind/)

Short content and fewer images

Performance and usability

Usability and short content

Less video content

## What can a business use to send messages to users who have already downloaded their app?

(<https://www.certificationanswers.com/en/what-can-a-business-use-to-send-messages-to-users-who-have-already-downloaded-their-app/>)

Text messages

Push notifications

Email notifications

[\*\*When considering how mobile users will search for your business, which types of keywords should you focus on?\*\*](#)

[\(https://www.certificationanswers.com/en/when-considering-how-mobile-users-will-search-for-your-business-which-types-of-keywords-should-you-focus-on/\)](https://www.certificationanswers.com/en/when-considering-how-mobile-users-will-search-for-your-business-which-types-of-keywords-should-you-focus-on/)

Long tail keywords

Shorter keywords and phrases

Longer keywords and phrases

Exact match keywords

**Before running search ads, you should make sure your site is mobile-friendly. Which scenario best describes a mobile-friendly experience for a customer? (<https://www.certificationanswers.com/en/before-running-search-ads-you-should-make-sure-your-site-is-mobile-friendly-which-scenario-best-describes-a-mobile-friendly-experience-for-a-customer/>)**

The business has a mobile app instead of a website

The site include business phone numbers

The site works on different mobile devices

The site does not include any videos so it loads quickly

**Which of the following can be used to target an audience when using some social media ads?**

(<https://www.certificationanswers.com/en/which-of-the-following->

can-be-used-to-target-an-audience-when-using-some-social-media-ads/)

People's names

People's address

People's pet names

People's relationship status

When making video content for your display ads, what is most important to ensure?

(<https://www.certificationanswers.com/en/when-making-video-content-for-your-display-ads-what-is-most-important-to-ensure/>)

Videos are entertaining, long and include a CTA

Videos are relevant, short and include a CTA

Videos are relevant, long and include a URL  
Privacy & Cookies Policy

Videos are short, informative and include a phone number

## Which of the following is an accurate definition of what a content marketing campaign involves?

(<https://www.certificationanswers.com/en/which-of-the-following-is-an-accurate-definition-of-what-a-content-marketing-campaign-involves/>)

Creating and posting content ad-hoc when you have the time

The creation of time-sensitive content that can be published through various channels

Regularly emailing customers with news about a business's products or services

The creation and promotion of online materials with the goal of increasing interest in a product or service

## What does the following definition describe? 'The division of an

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audience into groups of who they are and what they like, with a goal of identifying a group most interested in your product/service.'  
(<https://www.certificationanswers.com/en/what-does-the-following-definition-describe-the-division-of-an-audience-into-groups-of-who-they-are-and-what-they-like-with-a-goal-of-identifying-a-group-most-interested-in-your-product-service/>)

Marketing channels

Demographics

Audience segmentation

Group dynamics

Fill in the blank: When describing the purpose of content, what is missing? 'To entertain, to inspire, to \_\_\_\_\_ and to convince!'

(<https://www.certificationanswers.com/en/fill-in-the-blank-when-describing-the-purpose-of-content>)

describing-the-purpose-of-content-what-is-missing-to-entertain-to-inspire-to-\_\_\_\_\_and-to-convince/)

Humour

Please

Surprise

Educate

Which of the following best describes why approaches to writing need to be adapted for online content?

(<https://www.certificationanswers.com/en/which-of-the-following-best-describes-why-approaches-to-writing-need-to-be-adapted-for-online-content/>)

Online readers have a reduced attention span, due to being flooded with information

Certain blogging platforms have a limit on the word count you can publish

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Online readers only like to engage with long-form pieces of content

Online audiences are typically younger, so the language used needs to reflect this

**What are 'highlighting key dates' and 'considering multiple channels' best practices of? (<https://www.certificationanswers.com/en/what-are-highlighting-key-dates-and-considering-multiple-channels-best-practices-of/>)**

Creating a content calendar

Designing illustrations to support content

Segmenting your audience

Identifying social media influencers

**Which of the following metrics could help you understand which blog**

post is resonating the most with your audience?

(<https://www.certificationanswers.com/en/which-of-the-following-metrics-could-help-you-understand-which-blog-post-is-resonating-the-most-with-your-audience/>)

Session duration

Page views

Referral traffic

Unique page views

Which of the following will you need to start an email marketing programme? (<https://www.certificationanswers.com/en/which-of-the-following-will-you-need-to-start-an-email-marketing->

programme/)

A collection of email templates

A 'Contact Us' form

A way to collect people's email addresses

A set budget

Which of the following is a common feature of email marketing platforms? (<https://www.certificationanswers.com/en/which-of-the-following-is-a-common-feature-of-email-marketing-platforms/>)

Personalised, custom templates

A free list of email addresses you can target

A feature allowing users to unsubscribe from your emails

Automation of your search ad campaigns

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Which of these is a good practice to keep in mind when sending emails to your contacts? (<https://www.certificationanswers.com/en/which-of-these-is-a-good-practice-to-keep-in-mind-when-sending-emails-to-your-contacts/>)

Run an A/B test on your subject line to determine which one works best

Send the same generic and simple message to your entire contact database

Include enough content in the email so there is no need for them to click away to read further elsewhere

Only include a call-to-action on the landing page you're linking to in the email

If the open rate of your emails seems low, which of the following could help you fix that? (<https://www.certificationanswers.com/en/if-the-open-rate-of-your-emails-seems-low-which-of-the-following-could-help-you-fix-that/>)

[help-you-fix-that/\)](#)

Redesign your website

Change the colour of the buttons inside your email

Send your emails to more contacts

Adjust the subject line of your email

Which of the following statements is true when it comes to running email campaigns for a business?

(<https://www.certificationanswers.com/en/which-of-the-following-statements-is-true-when-it-comes-to-running-email-campaigns-for-a-business/>)

There's no need to use sponsored ads within your email marketing

There's no need for analytics when it comes to email marketing

You need to include personal contact details

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You can use any imagery, despite copyright

If you own a film blog, which type of customer can you expect to reach with display advertising?

(<https://www.certificationanswers.com/en/if-you-own-a-film-blog-which-type-of-customer-can-you-expect-to-reach-with-display-advertising/>)

People who use ad-blockers and are interested in your subject

People who haven't read your blog before but are interested in your subject

Only people who have read your blog previously

Only people interested in films and movies

Fill in the blank: The ads on search engines are usually made up of

<https://www.certificationanswers.com/en/fill-in-the-blank-the-ads-on-search-engines-are-usually-made-up-of->).

Audio

Video

Text

Images

[When using search engine marketing, where can your ads appear?](https://www.certificationanswers.com/en/when-using-search-engine-marketing-where-can-your-ads-appear)  
<https://www.certificationanswers.com/en/when-using-search-engine-marketing-where-can-your-ads-appear>)

Only on search engines

Only on websites

On search engines and websites

On websites and social media

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## When setting up display advertising campaigns, who can you target? (<https://www.certificationanswers.com/en/when-setting-up-display-advertising-campaigns-who-can-you-target/>)

People with specific names

People who speak different languages

People who already own specific products

People with a specific address

## In what way can display advertising be effective? (<https://www.certificationanswers.com/en/in-what-way-can-display-advertising-be-effective/>)

It guarantees more visitors to your site

It guarantees increased sales

It drives traffic to your website

It improves your ranking in search engines

**Which of the following is an example of the type of data that advertising networks automatically collect and share with businesses? (<https://www.certificationanswers.com/en/which-of-the-following-is-an-example-of-the-type-of-data-that-advertising-networks-automatically-collect-and-share-with-businesses/>)**

The number of sales you make from the ad

The cost of each ad you publish

The cost of creating the ad  
Privacy & Cookies Policy

A prediction of sales you can make from your ad

**Which of the following is true when purchasing ad placements on an advertising network?**

**(<https://www.certificationanswers.com/en/which-of-the-following-is-true-when-purchasing-ad-placements-on-an-advertising-network/>)**

You always need to contact the owner of the website to buy ads on their page

The network provides data on the click-through-rate

The network provides names of the people who click your ad

The network will continue to show your ad for 7 days once your budget has expired

**If a person adds a product to a shopping cart but then leaves the website – which of the following tactics is most likely to encourage that person to return and purchase the product?**

(<https://www.certificationanswers.com/en/if-a-person-adds-a-product-to-a-shopping-cart-but-then-leaves-the-website-which-of-the-following-tactics-is-most-likely-to-encourage-that-person-to-return-and-purchase-the-product/>)

Retargeting with a display ad encouraging newsletter sign-up

Redesigning your website

Creating a Facebook page for your business

Retargeting with a display ad that has a discount coupon

What is the first step of display retargeting?

(<https://www.certificationanswers.com/en/what-is-the-first-step-of-display-retargeting/>)

Sourcing keywords

Defining your audience  
Privacy & Cookies Policy

Writing content

Setting a call to action

**When incorporating videos into a digital strategy, which of the following tactics provides value to customers?**

**(<https://www.certificationanswers.com/en/when-incorporating-videos-into-a-digital-strategy-which-of-the-following-tactics-provides-value-to-customers/>)**

Setting up live streams of the business's physical shop on their website

Publishing a how-to video on their website

Producing sale campaign videos

Sharing personal vlogs

**What can using video as part of your online presence help you create?**  
**(<https://www.certificationanswers.com/en/what-can-using-video-as-part-of-your-online-presence-help-you-create/>)**

Content that will go viral

A channel to engage with customers

A variety of different brand perceptions

An online following and fanbase

**Fill in the blank: As a small business, creating videos to showcase your business or product requires only \_\_\_\_\_.**

**(<https://www.certificationanswers.com/en/fill-in-the-blank-as-a->)**

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## small-business-creating-videos-to-showcase-your-business-or-product-requires-only-\_\_\_\_\_/)

An agency, professional crew and equipment

Creativity, lots of experience and a large budget

Creativity, planning and any budget

Creativity, planning and high-quality equipment

## Using videos in email marketing and social media is an effective way to do what? (<https://www.certificationanswers.com/en/using-videos-in-email-marketing-and-social-media-is-an-effective-way-to-do-what/>)

Increase word of mouth referrals

Engage and grow your audience

Guarantee sales of your product or service  
Privacy & Cookies Policy

Lower the cost of developing content

How can you take advantage of video for your product/services without actually making a video?

(<https://www.certificationanswers.com/en/how-can-you-take-advantage-of-video-for-your-product-services-without-actually-making-a-video/>)

This isn't possible

Advertise on other people's videos

Use images with a call to action instead

Share other people's videos

When looking at your video analytics, you discover people are only

[watching the first few seconds of your video. What should you do?](https://www.certificationanswers.com/en/when-looking-at-your-video-analytics-you-discover-people-are-only-watching-the-first-few-seconds-of-your-video-what-should-you-do/)  
(<https://www.certificationanswers.com/en/when-looking-at-your-video-analytics-you-discover-people-are-only-watching-the-first-few-seconds-of-your-video-what-should-you-do/>)

Consider removing the video from the platform

Consider re-shooting your video based on comments

Consider updating your preview images, video titles or descriptions

Consider asking people to watch the whole video in the description

[Fill in the blank: Website analytics can tell you \\_\\_\\_\\_\\_.](https://www.certificationanswers.com/en/fill-in-the-blank-website-analytics-can-tell-you-_____/)  
([https://www.certificationanswers.com/en/fill-in-the-blank-website-analytics-can-tell-you-\\_\\_\\_\\_\\_/](https://www.certificationanswers.com/en/fill-in-the-blank-website-analytics-can-tell-you-_____/))

What time of day your website gets the most traffic

How many mentions or likes you get on social media  
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How well your competitor's ad campaigns are doing

The email addresses of visitors to your landing pages

**Analytics can give you immediate valuable information about which type of customers?**

**(<https://www.certificationanswers.com/en/analytics-can-give-you-immediate-valuable-information-about-which-type-of-customers/>)**

Previous and current customers

Current and future customers

Previous and future customers

Offline and online customers

**If your key business goal is to get people to book rooms at your**

**guesthouse, what data are you most likely to be interested in?**  
**(<https://www.certificationanswers.com/en/if-your-key-business-goal-is-to-get-people-to-book-rooms-at-your-guesthouse-what-data-are-you-most-likely-to-be-interested-in/>)**

How long people spend on your 'How To Find Us' page

Which day of the week is most popular for bookings

Whether your funny Tweet goes viral

How many people visiting your site book a room with you

**Most web analytics tools can tell you what information about the user? (<https://www.certificationanswers.com/en/most-web-analytics-tools-can-tell-you-what-information-about-the-user/>)**

Their contact details, their behaviour and their operating system

Their location, type of device they're using and pages visited  
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Their location, type of device they're using and contact details

Their interests, when they delete their browser cookies and their location

Fill in the blank: If an ad is not performing well, one effective tactic is to \_\_\_\_\_. ([https://www.certificationanswers.com/en/fill-in-the-blank-if-an-ad-is-not-performing-well-one-effective-tactic-is-to-\\_\\_\\_\\_\\_](https://www.certificationanswers.com/en/fill-in-the-blank-if-an-ad-is-not-performing-well-one-effective-tactic-is-to-_____.))

Try a different search engine

Tweak the ad's copy and analyse the results

Hire a professional ad agency

Delete the ad and try again

Which section of Google Analytics can tell you whether visitors have

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[found your website via social media?](#)

[\(https://www.certificationanswers.com/en/which-section-of-google-analytics-can-tell-you-whether-visitors-have-found-your-website-via-social-media/\)](https://www.certificationanswers.com/en/which-section-of-google-analytics-can-tell-you-whether-visitors-have-found-your-website-via-social-media/)

Site search

Acquisition

Behaviour

Search Console

[Which type of data relates to a metric that can be represented with a number? \(https://www.certificationanswers.com/en/which-type-of-data-relates-to-a-metric-that-can-be-represented-with-a-number/\)](#)

Quantitative

Qualitative

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Holistic

Customer

## What makes the data cycle useful?

(<https://www.certificationanswers.com/en/what-makes-the-data-cycle-useful/>)

It helps you make the most of the data collected from marketing activities

It helps you evaluate your competition

It provides information about what users like about your website

It presents collected data in a visually appealing way

Fill in the blank: Actionable insights can be described as explaining the \_\_\_\_\_ of an online marketing campaign.

(<https://www.certificationanswers.com/en/fill-in-the-blank->

actionable-insights-can-be-described-as-explaining-the-  
-of-  
an-online-marketing-campaign/)

'Why'

'How'

'When'

'Who'

Which of the following is a benefit of using spreadsheets?  
(<https://www.certificationanswers.com/en/which-of-the-following-is-a-benefit-of-using-spreadsheets/>)

Vast quantities of data can be stored, sorted and analysed quickly

Data can only be accessed when all users are online

Valuable customer and market insights can be delivered quickly  
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Spreadsheets are the only way to collect data and extrapolate results

If you needed to showcase which parts of a website are being clicked on the most, which presentation type should you consider?  
(<https://www.certificationanswers.com/en/if-you-needed-to-showcase-which-parts-of-a-website-are-being-clicked-on-the-most-which-presentation-type-should-you-consider/>)

Bar chart

Pie chart

Table

Heat map

What would be beneficial to include on a product description page?

(<https://www.certificationanswers.com/en/what-would-be-beneficial-to-include-on-a-product-description-page/>)

Previous versions of the product

Links to other suppliers

Reviews of the product

Price comparisons

Which of the following is an advantage of e-commerce?

(<https://www.certificationanswers.com/en/which-of-the-following-is-an-advantage-of-e-commerce/>)

More relaxed checkout procedure

Low operational costs

Minimal interaction required with the customer

**To an owner or administrator, what is a functional benefit of having an online store? (<https://www.certificationanswers.com/en/to-an-owner-or-administrator-what-is-a-functional-benefit-of-having-an-online-store/>)**

It collects the addresses of your online store visitors

It provides a backend system with order management

It provides a quicker checkout process than a physical store

It allows you to feature more sales and discounts than a physical store

**What is the name of the process that describes what happens when a customer is taken to a separate site to complete a transaction before being sent back to the original site again?**

(<https://www.certificationanswers.com/en/what-is-the-name-of-the-process-that-describes-what-happens-when-a-customer-is-taken-to-a-separate-site-to-complete-a-transaction-before-being-sent-back-to-the-original-site-again/>)

Second-party payment processing

Third-party payment processing

External payment processing

Internal payment processing

Which of the following is a sign that customers are having trouble using a particular device to make purchases?

(<https://www.certificationanswers.com/en/which-of-the-following-is->

---

## a-sign-that-customers-are-having-trouble-using-a-particular-device-to-make-purchases/)

Analytics shows you have a lot of mobile visitors, but very few purchases through mobile

A specific product is not selling much compared to your other products

You get a lot of questions about your return policy

People are having trouble using a promo code for a current sale

## What is an example of product merchandising?

### (<https://www.certificationanswers.com/en/what-is-an-example-of-product-merchandising/>)

Running an ad for your products

Adding a way for customers to filter your products

Displaying very specific, featured products on your home page

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Cross-selling products in the checkout process

**Which of the following statements is true when describing how retargeting ads work?**

**(<https://www.certificationanswers.com/en/which-of-the-following-statements-is-true-when-describing-how-retargeting-ads-work/>)**

Retargeting ads are visible to people who haven't been on your website yet

Once a user visits your site, the code drops an anonymous browser cookie

Once your customer purchases, you can not turn off the retargeting ad

Retargeting will always drive customers to your site

**What is the best way to translate the content on your website for a new market? (<https://www.certificationanswers.com/en/what-is-the-best-way-to-translate-the-content-on-your-website-for-a-new->)**

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**market/)**

Google translate

Native speakers

Translation software

Language guide

**Before starting to promote products to other countries online, what could you use to gauge demand for your product in that specific market? (<https://www.certificationanswers.com/en/before-starting-to-promote-products-to-other-countries-online-what-could-you-use-to-gauge-demand-for-your-product-in-that-specific-market/>).**

Translation software

Keyword planning tools

Interviews with people from that country  
Privacy & Cookies Policy

A range of search ads in different countries

**When adapting your website for customers who speak a different language, what should you do?**  
(<https://www.certificationanswers.com/en/when-adapting-your-website-for-customers-who-speak-a-different-language-what-should-you-do/>)

Have a 'translate' button that pulls a translation from an external provider

Translate your content with consideration to particular words and phrases

Translate your content directly, word for word

Localise the name of the business owners

**Which of the following is primarily meant to target new customers**

**online? (<https://www.certificationanswers.com/en/which-of-the-following-is-primarily-meant-to-target-new-customers-online/>)**

Email marketing

Print advertising

Retargeting advertising

Search advertising

**What should a business do first, when considering going into a new market? (<https://www.certificationanswers.com/en/what-should-a-business-do-first-when-considering-going-into-a-new-market/>)**

Hire an agency to translate its website into the local language

Open a new office in the capital city

Determine its ability to deliver products and review all tax and legal information

Invest in major ad campaigns to raise brand awareness

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When selling to people in different countries, what payment form should you consider using if you aren't already?  
(<https://www.certificationanswers.com/en/when-selling-to-people-in-different-countries-what-payment-form-should-you-consider-using-if-you-arent-already/>)

Debit cards

Credit cards

Paypal or Worldpay

Bank transfers

Which of the following options is important to research when planning to expand delivery of products and services to customers across the globe? (<https://www.certificationanswers.com/en/which->

of-the-following-options-is-important-to-research-when-planning-to-expand-delivery-of-products-and-services-to-customers-across-the-globe/)

What times of the day international shoppers are online

The legal and tax considerations in that market

Which social channels are popular in that market

Which couriers offer the cheapest services for global shipping

**Final exam :**

Total number of questions 40

Required to pass : 32 questions (80%)

**Take a business online**

**What's the biggest challenge for most businesses when going online?**  
**(<https://www.certificationanswers.com/en/whats-the-biggest-challenge-for-most-businesses-when-going-online/>)**

- A Planning a budget
- B Developing a plan
- C Optimising a website
- D Defining a customer base

**Web analytics can tell you many things about your online performance, but what can analytics tools not tell you?**  
**(<https://www.certificationanswers.com/en/web-analvtics-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

[Website hosting servers have their own unique IP address, what does this address consist of?](#)

[\(https://www.certificationanswers.com/en/website-hosting-servers-have-their-own-unique-ip-address-what-does-this-address-consist-of/\)](#)

- A Numbers and letters
- B Numbers
- C Letters

**Where does the domain name of a website primarily sit?**  
**(<https://www.certificationanswers.com/en/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

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

**(<https://www.certificationanswers.com/en/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

## Imagine a customer has downloaded an app made by their local hardware store. How could that business connect with their audience through the app? (<https://www.certificationanswers.com/en/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 behaviours
- 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

## How can businesses benefit from using analytics on their website? (<https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/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 Privatisation
- D Internet Protocol

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

(<https://www.certificationanswers.com/en/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

**When planning your website, what is one of the key things you should consider? (<https://www.certificationanswers.com/en/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

**When you're building a business website, what purpose does a server have? (<https://www.certificationanswers.com/en/when-youre-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

[When defining a strategy for your business, how can competitor analysis help you establish a USP \(or Unique Selling Point\)?](https://www.certificationanswers.com/en/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

[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?](#)

(<https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/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

**When designing content as part of your content marketing strategy, what does the "Think" stage represent in the "See, Think, Do, Care" framework? (<https://www.certificationanswers.com/en/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

Make it easy for people to find a business on the web

**Search engines see the content on a website as written code, how can**

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[you help search engines identify the images on your website?](https://www.certificationanswers.com/en/search-engines-see-the-content-on-a-website-as-written-code-how-can-you-help-search-engines-identify-the-images-on-your-website/)  
[\(https://www.certificationanswers.com/en/search-engines-see-the-content-on-a-website-as-written-code-how-can-you-help-search-engines-identify-the-images-on-your-website/\)](https://www.certificationanswers.com/en/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

[When running a search engine marketing campaign, what goal do you expect to achieve by having conversion tracking on your site?](https://www.certificationanswers.com/en/when-running-a-search-engine-marketing-campaign-what-goal-do-you-expect-to-achieve-by-having-conversion-tracking-on-your-site/)  
[\(https://www.certificationanswers.com/en/when-running-a-search-engine-marketing-campaign-what-goal-do-you-expect-to-achieve-by-having-conversion-tracking-on-your-site/\)](https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/what-is-the-most-important-thing-to-consider-when-optimising-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

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

(<https://www.certificationanswers.com/en/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

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

**(<https://www.certificationanswers.com/en/when-looking-to-increase-the-presence-of-a-website-putting-together-your-search-engine-optimisation-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

**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...**

**(<https://www.certificationanswers.com/en/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

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

**(<https://www.certificationanswers.com/en/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

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? (<https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/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

Fill the blank: 'Search engines \_\_\_\_\_ the internet to discover content.' ([https://www.certificationanswers.com/en/fill-the-blank-search-engines-\\_\\_\\_\\_\\_the-internet-to-discover-content/](https://www.certificationanswers.com/en/fill-the-blank-search-engines-_____the-internet-to-discover-content/))

- A index
- B crawl
- C investigate
- D rank

What is the term we use to describe how search engines categorise

each piece of content?

(<https://www.certificationanswers.com/en/what-is-the-term-we-use-to-describe-how-search-engines-categorise-each-piece-of-content/>).

- A Listing
- B Crawling
- C Indexing
- D Ranking

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

(<https://www.certificationanswers.com/en/to-improve-your-websites-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

**What's the first step in the search engine optimisation process for your website? (<https://www.certificationanswers.com/en/whats-the-first-step-in-the-search-engine-optimisation-process-for-your-website/>)**

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

**We use them every day, but what is the overall purpose of a search engine? (<https://www.certificationanswers.com/en/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

## What are three key considerations when evaluating keywords for search engine optimisation?

(<https://www.certificationanswers.com/en/what-are-three-key-considerations-when-evaluating-keywords-for-search-engine-optimisation/>)

- A Competition, cohesiveness, relevance
- B Frequency, competition, relevance
- C Relevance, cohesiveness, execution
- D Frequency, execution, relevance

## When optimising a website for search, what impact do meta and title

tags have on the search engine?

(<https://www.certificationanswers.com/en/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

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?

(<https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/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

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.

([https://www.certificationanswers.com/en/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/](https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/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

[Fill the blank: When optimising SEM campaigns, negative keywords prevent 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

D decrease the chance of

[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? \(https://www.certificationanswers.com/en/when-advertising-on-search-engines-if-you-bid-the-same-as-your-competitor-having-a-higher-quality-score-will-mean-you-appear-where-in-comparison/\)](https://www.certificationanswers.com/en/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

[When fine-tuning paid search ads, you change a broad-match keyword to a phrase-match keyword using which symbol?](https://www.certificationanswers.com/en/when-fine-tuning-paid-search-ads-you-change-a-broad-match-keyword-to-a-phrase-match-keyword-using-which-symbol/)

(<https://www.certificationanswers.com/en/when-fine-tuning-paid->

search-ads-you-change-a-broad-match-keyword-to-a-phrase-match-keyword-using-which-symbol/)

- A Quotation marks
- B Apostrophes
- C Italics
- D Square brackets

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

(<https://www.certificationanswers.com/en/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 page

A lot of factors can affect how well a website will rank on search engines. What role does metadata have in this process?  
(<https://www.certificationanswers.com/en/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

When advertising using Search Engine Marketing.(SEM), you only pay... (<https://www.certificationanswers.com/en/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

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

**(<https://www.certificationanswers.com/en/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

When trying to promote your business locally, what three key bits of information should be present in your directory listing?  
(<https://www.certificationanswers.com/en/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

Mobile advertising is a great tool for marketers, but all that good work could be undone if your website isn't what?  
(<https://www.certificationanswers.com/en/mobile-advertising-is-a->)

[great-tool-for-marketers-but-all-that-good-work-could-be-undone-if-your-website-isnt-what/](#)

- A Optimised for different devices
- B Visually engaging
- C Full of relevant information
- D Text heavy

[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'?](#)

[\(https://www.certificationanswers.com/en/digital-marketing-isnt-just-about-selling-your-products-internationally-it-can-be-used-to-great-effect-for-local-businesses-what-do-we-mean-by-local-businesses/\)](https://www.certificationanswers.com/en/digital-marketing-isnt-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

**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 optimise for improved SEO performance? (<https://www.certificationanswers.com/en/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-optimise-for-improved/>)**

- A Site speed and usability
- B Keywords and metadata
- C Image size and navigation
- D Site speed and visual appearance

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

(<https://www.certificationanswers.com/en/when-looking-to-create->

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## [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

## [How would you classify the content distribution channel that uses influencer and outreach marketing to increase a brand's reach? \(<https://www.certificationanswers.com/en/how-would-you-classify-the-content-distribution-channel-that-uses-influencer-and-outreach-marketing-to-increase-a-brands-reach/>\)](#)

- A Paid
- B Owned
- C Earned

[Privacy & Cookies Policy](#)

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

(<https://www.certificationanswers.com/en/what-type-of-tool-can-be-used-to-monitor-and-evaluate-your-social-media-audiences-actions-on-your-website/>)

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

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? (<https://www.certificationanswers.com/en/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

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.

(<https://www.certificationanswers.com/en/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 prioritise
- B highlight
- C hide

D promote

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?

(<https://www.certificationanswers.com/en/using-social-media-for-business-purposes-can-be-very-different-to-running-personal-profiles-if-youre-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

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

(<https://www.certificationanswers.com/en/fill-in-the-blank-when-search-engines-use-factors-like-geolocation-ip-address-and-location-based-search-terms-to-produce-geographically-tailored-results-this-is-called->)

- A Local Search
- B Geo search
- C Mobile search
- D Organic search

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

(<https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/which-of-the-following-is->)

## a core benefit that content marketing can bring to a businesss- 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

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

(<https://www.certificationanswers.com/en/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

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D Business registration number

## [Why is it important to reach customers on their mobiles when advertising locally?](https://www.certificationanswers.com/en/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

## [When looking to promote your products and services locally, what are the benefits of using search engine ads?](https://www.certificationanswers.com/en/when-looking-to-promote-your-products-and-services-locally-what-are-the-benefits-of-using-search-engine-ads/)

([https://www.certificationanswers.com/en/when-looking-to-](https://www.certificationanswers.com/en/when-looking-to-promote-your-products-and-services-locally-what-are-the-benefits-of-using-search-engine-ads/)

## **promote-your-products-and-services-locally-what-are-the-benefits-of-using-search-engine-ads/)**

- A Everyone uses search engines
- B You can target ads to a specific geographic area
- C You can target ads to specific genders
- D Search ads are cheaper than display adverts

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

<https://www.certificationanswers.com/en/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

D Increase overall profit

**"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? (<https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/when-designing-mobile->

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## 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

## 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? (<https://www.certificationanswers.com/en/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 AdWords Editor
- C Facebook business manager
- D SEMrush

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

(<https://www.certificationanswers.com/en/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

Building a plan will help you to focus your efforts when using social media. What should you consider when making your social media plan? (<https://www.certificationanswers.com/en/building-a-plan-will->

(https://www.certificationanswers.com/en/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 Your audience's available income
- D Your audience's offline behaviour

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

(https://www.certificationanswers.com/en/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

**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?**

**(<https://www.certificationanswers.com/en/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

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

**(<https://www.certificationanswers.com/en/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

[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? \(\[https://www.certificationanswers.com/en/when-it-comes-to-knowning-which-social-media-platforms-to-focus-your-efforts-on-how-can-you-work-out-which-one-will-work-best-for-you/\]\(https://www.certificationanswers.com/en/when-it-comes-to-knowing-which-social-media-platforms-to-focus-your-efforts-on-how-can-you-work-out-which-one-will-work-best-for-you/\)\)](#)

- A Compare follower numbers across platforms
- B Use online analytics tools to measure engagement
- C See what competitor businesses are using

Privacy & Cookies Policy

D Ask friends and family which platforms they use

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

**(<https://www.certificationanswers.com/en/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

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

**(<https://www.certificationanswers.com/en/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

## 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? (<https://www.certificationanswers.com/en/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

### **Reach more customers with advertising**

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

<https://www.certificationanswers.com/en/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

Privacy & Cookies Policy

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

## **When discussing display advertising, what is an ad network? (<https://www.certificationanswers.com/en/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

## **When it comes to email marketing, what do we mean by the term A/B testing? (<https://www.certificationanswers.com/en/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
- 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

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

(<https://www.certificationanswers.com/en/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

## Which of the following factors can impact the open rate of your email campaigns? (<https://www.certificationanswers.com/en/which-of-the-following-factors-can-impact-the-open-rate-of-vour-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

[How can you attract social media users to share your video content online? \(<https://www.certificationanswers.com/en/how-can-you-attract-social-media-users-to-share-your-video-content-online/>\)](#)

- A Tag them in posts
- B Use hashtags
- C Make them funny
- D Use subtitles

[Which of the following is a key strategy for distributing your video content? \(<https://www.certificationanswers.com/en/which-of-the-following-is-a-key-strategy-for-distributing-your-video-content/>\)](#)

A Share videos across all of your digital marketing tools

B Pick one primary place to share your video content

C Trust word-of-mouth to drive traffic to your videos

D Send out a postcard to relevant mailing lists

**Which of the following is a benefit of search advertising over display advertising? (<https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/when-advertisers-run->

online-ads-that-typically-include-an-image-for-people-to-click-on-its-called/)

- A Search Engine Optimisation
- B Banner advertising
- C Display advertising
- D Webpage advertising

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

(<https://www.certificationanswers.com/en/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

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

[campaigns?](https://www.certificationanswers.com/en/why-is-it-important-that-you-set-goals-when-planning-your-display-ad-campaigns/) (<https://www.certificationanswers.com/en/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 optimisation
- C To help determine where your budget will be spent
- D To help determine the performance of your competition

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? (<https://www.certificationanswers.com/en/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 colours 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

## **How can your business benefit from video without making one yourself? (<https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/when-using-display-advertising-to-drive-more-sales/>)

[advertising-what-could-you-include-in-an-ad-to-achieve-the-goal-of-driving-more-sales/](#))

- A Promotions and special offers
- B Personalised messages
- C Location specific information
- D Product shots and detailed information

[Which of the following is a benefit of display advertising over search advertising? \(<https://www.certificationanswers.com/en/which-of-the-following-is-a-benefit-of-display-advertising-over-search-advertising/>\)](#)

- 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

[When planning your display advertising, what does the word](#)

'placement' mean? (<https://www.certificationanswers.com/en/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

Retargeting allows you to...

(<https://www.certificationanswers.com/en/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

Which form of targeting would you use to display ads to people who

[have previously visited your website?](#)

[\(https://www.certificationanswers.com/en/which-form-of-targeting-would-you-use-to-display-ads-to-people-who-have-previously-visited-your-website/\)](https://www.certificationanswers.com/en/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

[Fill the blank: In the world of display advertising, remarketing is a way to \\_\\_\\_\\_\\_.](#) [\(https://www.certificationanswers.com/en/fill-the-blank-in-the-world-of-display-advertising-remarketing-is-a-way-to-\\_\\_\\_\\_\\_/\)](https://www.certificationanswers.com/en/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

## **When creating video marketing content on a budget, what is the first thing you should consider doing?**

(<https://www.certificationanswers.com/en/when-creating-video-marketing-content-on-a-budget-what-is-the-first-thing-you-should-consider-doing/>)

A Shooting as much as you can and culling it later

B Finding editing software

C Finding equipment to use

D Planning your content

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

(<https://www.certificationanswers.com/en/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

#### **Track and measure web traffic**

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

**(<https://www.certificationanswers.com/en/when-using-analytics-programmes-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

## [When using analytics on your website, what do we mean by the term 'conversion'? \(https://www.certificationanswers.com/en/when-using-analytics-on-your-website-what-do-we-mean-by-the-term-conversion/\)](https://www.certificationanswers.com/en/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

## [How is a spreadsheet defined?](https://www.certificationanswers.com/en/how-is-a-spreadsheet-defined/)

[\(https://www.certificationanswers.com/en/how-is-a-spreadsheet-defined/\)](https://www.certificationanswers.com/en/how-is-a-spreadsheet-defined/)

- A An interactive computer application for the organisation, 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

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

**(<https://www.certificationanswers.com/en/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

**What is the benefit of using digital data?**

**(<https://www.certificationanswers.com/en/what-is-the-benefit-of-using-digital-data/>)**

- When it comes to digital data, which of these do not fall under the category of a dimension?**
- 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

**When it comes to web analytics, what insights can you gather using analytics tools? (<https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/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

## What do website analytics allow you to do?

### (<https://www.certificationanswers.com/en/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

## In the world of analytics, the time the user spent on your site is

considered which type of data?

(<https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/how-do-you-handle-data-in-analytics-to-gain-greater-insights-into-our-audiences-behaviour/>)

A Partition

B Sample

C Segment

D Extract

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

(<https://www.certificationanswers.com/en/fill-the-blank-when-you-link-google-ads-with-google-analytics>)

(https://www.certificationanswers.com/en/link-google-adwords-with-google-analytics-you-are-able-to-understand-which-traffic-sources-are-driving-performance/)

- A Organic keywords
- B Social media ads
- C Paid keywords
- D Directories

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

(https://www.certificationanswers.com/en/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

## [Why should you avoid focusing on collecting as much data as possible? \(https://www.certificationanswers.com/en/why-should-you-avoid-focusing-on-collecting-as-much-data-as-possible/\)](https://www.certificationanswers.com/en/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

### **Sell products or services online**

## [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 wav?](#)

(<https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/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

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

([https://www.certificationanswers.com/en/when-trying-to-increase-the-product-sales-on-your-website-one-way-to-achieve-this-is-to-\\_\\_\\_\\_/](https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/analytics-can-help-optimise-your-website-for-which-of-the-following/>)

- OLV**
- 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

**Take a business global**

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

([https://www.certificationanswers.com/en/fill-in-the-blank-when-considering-expanding-a-business-internationally-the-best-place-to-start-is-to\\_\\_\\_\\_\\_/](https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/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

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

(<https://www.certificationanswers.com/en/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 Analyse platforms popular in that area
- D Not advertise at all, as other countries don't like social advertising

[\*\*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?\*\*](#)

[\*\*\(<https://www.certificationanswers.com/en/if-you-are-looking-to-expand-your-companys-presence-online-internationally-which-of-the-following-should-you-consider-with-regards-to-your-online-content/>\)\*\*](#)

- A Translated by an automated tool only
- B Translated but also locally adapted for the audience
- C Translated into the native language

Left the same, and not translated

(<https://www.certificationanswers.com/en/exams-answers-2/>)

## Matt's Getting Ready To Sell His Vintage Records To Portuguese Customers Online. But There's One Unhelpful Task On His To-Do List. Can You Cross It Out For Him?

(<https://www.certificationanswers.com/en/matts-getting-ready-to-sell-his-vintage-records-to-portuguese-customers-online-but-theres-one-unhelpful-task-on-his-to-do-list-can-you-cross-it-out-for-him/>)

Matt's Getting Ready To Sell His Vintage Records To Portuguese Customers Online. But There's One Unhelpful Task On His To-Do List. Can You Cross It Out For Him?

- (A) Research label requirements for international shipping
- (B) **Set up a few Portuguese social media accounts**
- (C) Choose an international shipping partner
- (D) Set up customer service for international orders

Matt's Found Out That Portugal Has Fast Internet Speeds,  
Which Is Great For Accessing His Website. What Things Will

## **Matt Definitely Need To Do Now He Has Customers In A New Market? (<https://www.certificationanswers.com/en/matts-found-out-that-portugal-has-fast-internet-speeds-which-is-great-for-accessing-his-website-what-things-will-matt-definitely-need-to-do-now-he-has-customers-in-a-new-market/>)**

Matt's Found Out That Portugal Has Fast Internet Speeds, Which Is Great For Accessing His Website. What Things Will Matt Definitely Need To Do Now He Has Customers In A New Market?

- (A) **Use an international payment system**
- (B) **Research the Portuguese music scene**
- (C) Visit Portugal frequently
- (D) Use an automated translation service
  
- (E) Learn to speak Portuguese
- (F) **Check his site from an international point of view**

**Portugal Seems Like A Good Market For Matt To Move Into. He's Looked Into The Legal Requirements Of Trading Records In Portugal And Is Pleased To Find There Aren't Any. But What Other Financial Or Regulatory Requirements Should He Check? (<https://www.certificationanswers.com/en/portugal-seems-like-a-good-market-for-matt-to-move-into-hes-looked-into-the-legal-requirements-of-trading-records-in-portugal-and-is-pleased-to-find-there-arent-any-but-what-other/>)**

Portugal Seems Like A Good Market For Matt To Move Into. He's Looked Into The Legal Requirements Of Trading Records In Portugal And Is Pleased To Find There Aren't Any. But What Other Financial Or Regulatory Requirements Should He Check?

- (A) **Custom duties and tariffs**
- (B) **Portuguese taxes**
- (C) **Exchange rates**
- (D) National holidays
- (E) **Product safety requirements**
- (F) **Insurance cover**

**Matt's Chosen His Market, Now It's Time To Find New  
Customers. He Has A Few Ideas, But Not All Of Them Will**

## Reach His Portuguese Audience. Can You Help Him Choose His Best Advertising Ideas?

(<https://www.certificationanswers.com/en/matts-chosen-his-market-now-its-time-to-find-new-customers-he-has-a-few-ideas-but-not-all-of-them-will-reach-his-portuguese-audience-can-you-help-him-choose-his-best-advertising/>)

Matt's Chosen His Market, Now It's Time To Find New Customers. He Has A Few Ideas, But Not All Of Them Will Reach His Portuguese Audience. Can You Help Him Choose His Best Advertising Ideas?

- (A) Advertise on Portuguese music websites
- (B) Send English emails to current UK customers
- (C) Use search ads driven by translated search terms
- (D) Set up a Portuguese fanpage for his store

# **Matt Needs To Make Sure His Website Is Suitable For His Portuguese Customers. He's Made A List Of Translation And Localisation Tasks. Which Items On His List Relate To Localisation?**

**(<https://www.certificationanswers.com/en/matt-needs-to-make-sure-his-website-is-suitable-for-his-portuguese-customers-hes-made-a-list-of-translation-and-localisation-tasks-which-items-on-his-list-relate-to-localisation/>)**

Matt Needs To Make Sure His Website Is Suitable For His Portuguese Customers. He's Made A List Of Translation And Localisation Tasks. Which Items On His List Relate To Localisation?

- (A) **Adjusting colloquialisms so they make sense in Portuguese**
- (B) Adding his UK office's address to the main site
- (C) **Calculating prices of the products in local currency.**
- (D) **Adjusting humorous product descriptions so they make sense in Portuguese**

**Matt Has Found Out There's A Growing Market For Vintage Records In Portugal. He Now Needs To Identify Insights On His New Audience Using A Variety Of Tools. Can You Help Him Match The Correct Tool With Its Corresponding Insight?**

**(<https://www.certificationanswers.com/en/matt-has-found-out-theres-a-growing-market-for-vintage-records-in-portugal-he-now-needs-to-identify-insights-on-his-new-audience-using-a-variety-of-tools-can-you-help-him-match-the-correct/>)**

Matt Has Found Out There's A Growing Market For Vintage Records In Portugal. He Now Needs To Identify Insights On His New Audience Using A Variety Of Tools. Can You Help Him Match The Correct Tool With Its Corresponding Insight? Privacy & Cookies Policy

**(1) High search traffic on vintage record terms from Portugal**

- (A) Google Keyword Planner
- (B) Google Analytics
- (C) **Google Market Finder**

**(2) Low competition on search ads in Portugal**

- (A) **Google Keyword Planner**
- (B) Google Analytics
- (C) Google Market Finder

**(3) People in Portugal are looking at his website**

- (A) Google Keyword Planner
- (B) **Google Analytics**
- (C) Google Market Finder

[1](https://www.certificationanswers.com/en/category/google-digital-garage-exam-answers/) (<https://www.certificationanswers.com/en/category/google-digital-garage-exam-answers/>)

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