

Certification exam

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Take a business online

Question 1

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

- A. Developing a plan

Question 2

How can businesses benefit from using analytics on their website?

- A. It will show you where your audience comes from

Question 3

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

- C. Send them offers when they enter a certain geographical area

Question 4

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

Question 5

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

- C. Create goals and identify a USP

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

Question 6

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

- A. Keyword research

Question 7

Google Search Console "Crawl" reports let you monitor...?

- B. If Google can view your web pages

Question 8

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...

- B. Find more opportunities

Question 9

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

- A. Provides search engines with more consistent and clear information about what's on the website

Question 10

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 quality of links is important, not the quantity

Question 11

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

- A. when your ad is clicked by someone

Question 12

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

Question 13

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

- A. Increasing the relevance of the keywords, ads, and landing page

Question 14

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

- A. London portrait photographer

Reach more people locally, on social media or on mobile

Question 15

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

- C. Your physical location details

Question 16

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

- A. People use their phones while they are on the go

Question 17

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

- A. Engaging & Inviting

Question 18

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

- D. Website analytic tools

Question 19

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

Question 20

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

- A. Optimised for different devices

Question 21

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?

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

Reach more customers with advertising

Question 22

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

- C. A/B testing means splitting your audience and sending each of them a different variation of your email

Question 23

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

- D. Search advertising is shown to customers who are searching for your specific terms

Question 24

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

- D. Retargeting

Question 25

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

- B. A marketplace between online publishers and advertisers

Question 26

Which of the following is a key strategy for distributing your video content?

- A. Share videos across all of your digital marketing tools

Question 27

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

- A. Tag them in posts

Track and measure web traffic

Question 28

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

- A. Dimension

Question 29

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

Question 30

What do website analytics allow you to do?

- A. Understand users behaviour and improve the effectiveness of your digital marketing efforts

Question 31

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

- B. Find insights that can help you identify where to make improvements

Question 32

How is a spreadsheet defined?

- A. An interactive computer application for the organisation, analysis and storage of data

Question 33

What is the benefit of using digital data?

- A. It can help you make informed decisions and improve online performance

Sell products or services online

Question 34

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?

- C. Ensure images are of a high quality

Question 35

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

- D. Automated complaints process system

Question 36

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

- C. provide the customer with relevant suggested purchases

Question 37

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

- C. Retargeting

Take a business global

Question 38

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

- A. Translated but also locally adapted for the audience

Question 39

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

- A. Analyse platforms popular in that area

Question 40

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

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