

# Module 2

## Short Answer Question

### 1) Explain types of landing page testing.?

There are two main types of landing page testing: A/B testing and multivariate testing. A/B testing involves creating two different versions of a landing page to compare their performance, while multivariate testing involves testing multiple variations of several different elements on a landing page simultaneously. Both types of testing help businesses improve the performance of their landing pages and increase conversions.

### 2) What is campaign and keyword optimization?

Campaign and keyword optimization refer to the process of continuously monitoring and adjusting digital marketing campaigns and keywords to improve their performance. This involves analyzing data such as click-through rates, conversion rates, and cost per click to identify which campaigns and keywords are generating the best results, and making adjustments to improve their performance. The goal of campaign and keyword optimization is to maximize the return on investment (ROI) of digital marketing efforts.