

# Digital Marketing – Test

## **Ques 01: WordPress**

You are a freelance digital marketer tasked with creating a website for a local bakery. The owner wants a visually appealing site with the ability to update the menu regularly.

### **Tasks:**

- Choose a suitable WordPress theme for a bakery website.
- Create three pages: Home, Menu, and Contact.
- Incorporate at least one plugin that enhances the website's functionality.
- Write a 50-word meta description for the homepage.

## **Ques 02: Canva Design Challenge**

You've been hired by a startup to design social media graphics for their upcoming product launch. The product is a sustainable water bottle targeting eco-conscious consumers.

### **Tasks:**

- Design a Facebook cover photo promoting the product launch.
- Create an Instagram post with a catchy caption for the product.
- Export both designs and provide a brief rationale for your design choices.

## **Ques 03: Social Media Strategy**

You're managing social media for a fitness brand looking to increase engagement on Instagram.

### **Tasks:**

- Develop a content calendar for the next week, including three post ideas with captions.
- Outline a strategy to encourage user-generated content (UGC).
- Propose a hashtag for a fitness challenge the brand wants to initiate.

## **Ques 04: SEO Optimization**

You are hired as an SEO consultant for an online bookstore. The goal is to improve visibility for book-related searches.

### **Tasks:**

- Conduct keyword research for the bookstore.
- Choose a blog post on the site and optimize its meta title and description for search engines.
- Outline two on-page SEO strategies to improve the overall site's ranking.

### **Ques 05: eBook Challenge**

Imagine you are promoting a new eBook written by a local author. The goal is to create a cohesive digital marketing strategy.

#### **Tasks:**

- Develop a landing page on WordPress to showcase the eBook.
- Design a promotional graphic for social media using Canva.
- Outline a social media campaign strategy, including the platforms you'll use and the content you'll share.