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.