**SEO (Search Engine Optimization) – 10 Questions**

**Multiple Choice (MCQ)**

1. **What is the primary purpose of an XML sitemap in WordPress SEO?**  
   A. Increase website traffic  
   B. Improve site aesthetics  
   C. Help search engines crawl and index pages  
   D. Add more content automatically  
   **Answer:** C
2. **Which WordPress plugin is most commonly used for on-page SEO?**  
   A. Jetpack  
   B. Elementor  
   C. Yoast SEO  
   D. Akismet  
   **Answer:** C
3. **Which of the following is considered a technical SEO element in WordPress?**  
   A. Title length  
   B. Keyword stuffing  
   C. Permalink structure  
   D. Using bold tags  
   **Answer:** C
4. **Which tag tells search engines not to index a WordPress page?**  
   A. <meta index>  
   B. <meta noindex>  
   C. <noindex>  
   D. <hide>  
   **Answer:** B
5. **Which file helps search engines understand which pages to crawl on a WordPress site?**  
   A. sitemap.xml  
   B. wp-config.php  
   C. robots.txt  
   D. .htaccess  
   **Answer:** C

**Fill-in-the-Blank**

1. The \_\_\_\_\_\_\_\_\_\_ plugin allows users to manage SEO titles, descriptions, and meta tags in WordPress.  
   **Answer:** Yoast SEO
2. In WordPress, a well-structured \_\_\_\_\_\_\_\_\_\_ helps users and search engines navigate content.  
   **Answer:** permalink
3. Google prefers websites that are \_\_\_\_\_\_\_\_\_\_ optimized, meaning they load well on mobile devices.  
   **Answer:** mobile
4. A keyword density higher than \_\_\_\_\_\_\_\_\_\_ percent may be considered keyword stuffing.  
   **Answer:** 2
5. The \_\_\_\_\_\_\_\_\_\_ tag defines the main title of a webpage in HTML and is essential for SEO.  
   **Answer:** title

**SEA (Search Engine Advertising) – 10 Questions**

**Multiple Choice (MCQ)**

1. **Which platform is primarily used for SEA campaigns?**  
   A. Google Analytics  
   B. Google Ads  
   C. Bing Webmaster Tools  
   D. Ahrefs  
   **Answer:** B
2. **In SEA, CPC stands for:**  
   A. Cost Per Campaign  
   B. Clicks Per Cost  
   C. Cost Per Click  
   D. Content Performance Count  
   **Answer:** C
3. **Which plugin can help you insert Google Ads conversion tracking on WordPress?**  
   A. Ad Inserter  
   B. Google Site Kit  
   C. WooCommerce  
   D. WPForms  
   **Answer:** A
4. **Which type of keyword match allows your ads to show for synonyms and related searches?**  
   A. Exact Match  
   B. Phrase Match  
   C. Broad Match  
   D. Negative Match  
   **Answer:** C
5. **A high Quality Score in Google Ads depends on:**  
   A. Number of ads created  
   B. Budget amount  
   C. Ad relevance and landing page experience  
   D. The domain name length  
   **Answer:** C

**Fill-in-the-Blank**

1. SEA stands for \_\_\_\_\_\_\_\_\_\_.  
   **Answer:** Search Engine Advertising
2. The metric \_\_\_\_\_\_\_\_\_\_ measures the percentage of people who clicked on your ad after seeing it.  
   **Answer:** CTR (Click-Through Rate)
3. In Google Ads, the \_\_\_\_\_\_\_\_\_\_ determines how much you are willing to pay for one click.  
   **Answer:** bid
4. A landing page that loads slowly can negatively impact \_\_\_\_\_\_\_\_\_\_ Score in Google Ads.  
   **Answer:** Quality
5. The tool used to research keywords for SEA is Google \_\_\_\_\_\_\_\_\_\_ Planner.  
   **Answer:** Keyword

**Social Media Marketing – 10 Questions**

**Multiple Choice (MCQ)**

1. **Which WordPress plugin allows you to automatically share posts on social media?**  
   A. WP Social  
   B. Revive Old Posts  
   C. WPBakery  
   D. Autoptimize  
   **Answer:** B
2. **Which platform is best suited for B2B social media marketing?**  
   A. Instagram  
   B. TikTok  
   C. LinkedIn  
   D. Snapchat  
   **Answer:** C
3. **Which metric shows the number of times your social content is displayed?**  
   A. Reach  
   B. Engagement  
   C. Impressions  
   D. CTR  
   **Answer:** C
4. **A Facebook Pixel installed on WordPress helps track:**  
   A. Page views only  
   B. Likes and shares  
   C. User behavior for ad retargeting  
   D. SEO keywords  
   **Answer:** C
5. **Which of the following is NOT a social media scheduling tool?**  
   A. Buffer  
   B. Hootsuite  
   C. Canva  
   D. Later  
   **Answer:** C

**Fill-in-the-Blank**

1. A \_\_\_\_\_\_\_\_\_\_ campaign on Instagram promotes posts to reach a wider audience.  
   **Answer:** sponsored
2. Facebook \_\_\_\_\_\_\_\_\_\_ is used to manage and track all Facebook and Instagram ads.  
   **Answer:** Ads Manager
3. The number of people who engage (like, comment, share) with a post is called \_\_\_\_\_\_\_\_\_\_.  
   **Answer:** engagement
4. The use of consistent visuals and tone across social platforms is known as brand \_\_\_\_\_\_\_\_\_\_.  
   **Answer:** identity
5. Sharing blog posts with clickable images on social media increases website \_\_\_\_\_\_\_\_\_\_.  
   **Answer:** traffic