**Chapter 8: Search Marketing: SEO and PPC**

**MULTIPLE CHOICE**

1. A site that lists items by topic is called a:

|  |  |
| --- | --- |
| a. | directory. |
| b. | paid placement. |
| c. | search engine. |

ANS: A REF: p. 200

2. \_\_\_\_\_\_\_\_ is the development of web pages in a manner that is friendly to search engine spiders.

|  |  |
| --- | --- |
| a. | SEP |
| b. | SEO |
| c. | SEM |

ANS: B REF: p. 200

3. The objective of keyword bidding is to:

|  |  |
| --- | --- |
| a. | get the best ranking for the lowest cost. |
| b. | limit the amount of money the firm spends on search marketing. |
| c. | always be ranked first. |

ANS: A REF: p. 211

4. Internet users frequently use search engines to:

|  |  |
| --- | --- |
| a. | find their way around the web. |
| b. | compare prices on products. |
| c. | get specific content they want. |

ANS: C REF: p. 198

5. A search engine determines rank on its results pages by:

|  |  |
| --- | --- |
| a. | vote of its users. |
| b. | secret algorithms. |
| c. | open source algorithms. |

ANS: B REF: p. 203

6. \_\_\_\_\_\_\_\_ is the set of techniques designed to make web pages rank highly on search engine result pages.

|  |  |
| --- | --- |
| a. | SAS |
| b. | SEO |
| c. | SEM |

ANS: C REF: p. 200

7. Among the techniques that can downgrade a page's rank on the search engines are:

|  |  |
| --- | --- |
| a. | both of these choices. |
| b. | flash pages. |
| c. | links from sites with questionable or irrelevant content. |

ANS: A REF: p. 207

8. Which of the following is a true statement about paid placement on search engines?

|  |  |
| --- | --- |
| a. | Google is the only search engine to offer paid advertisements. |
| b. | In most search engines, bidding success determines ad placement. |
| c. | Paid placement is no longer offered by most major search engines. |

ANS: C REF: p. 200

9. Types of search include:

|  |  |
| --- | --- |
| a. | local search. |
| b. | vertical search. |
| c. | both of these choices. |

ANS: C REF: pp. 215, 216

10. The most important influencer of organic search ranking is estimated to be:

|  |  |
| --- | --- |
| a. | web hosting. |
| b. | link activity. |
| c. | web page optimization. |

ANS: B REF: p. 210

11. Where do “organic” or “natural” search rankings appear on a search results page?

|  |  |
| --- | --- |
| a. | At the bottom of the page |
| b. | At the far right of the page |
| c. | To the left underneath the paid search terms |

ANS: C REF: p. 205

1. Search engine results produced by a search engine’s algorithm when indexing unpaid submissions is called:
   1. search engine optimization.
   2. paid search.
   3. organic search.

ANS: C REF: p. 205

1. Which of the following is **not** a Meta Tag?
   1. Keyword Meta Tag
   2. Title Meta Tag
   3. Search Meta Tag

ANS: C REF: p. 202

1. One method of measuring the results of a paid search campaign is:
   1. Google Analytics.
   2. Web Crawlers.
   3. Google Insights.

ANS: A REF: p. 214

1. A “flash” page is not a good idea because it:
   1. inhibits the crawler’s ability to index the site.
   2. is hard to design.
   3. confuses people.

ANS: A REF: p. 207

1. Which is **not** a natural search factor?
   1. Website content
   2. Linking relationships
   3. Ad Placement

ANS: C REF: p. 209

1. Online search marketing and advertising revenue is:

a. declining.

b. increasing.

c. remaining flat.

ANS: B REF: p. 199

1. The search engine responsible for most searches is:

a. Google.

b. Yahoo.

c. MSN.

ANS: A REF: p. 205

1. Which of is these is **not** a Top Four Search Engine?

a. Microsoft

b. AOL

c. Yahoo

ANS: B REF: p. 205

1. Types of search matches include:

a. phrase.

b. wide.

c. sequential.

ANS: A REF: p. 213

1. Types of search matches that reaches the widest audience are called:

a. exact.

b. broad.

c. phrase.

ANS: B REF: p. 213

1. Using this type of match will ensure your ad will not appear.

a. Exact

b. Broad

c. Negative

ANS: C REF: p. 213

1. This type of match is the most precise.

a. Exact

b. Broad

c. Phrase

ANS: A REF: p. 213

1. A good goal for keyword density on a website should be:

a. less than 1 percent.

b. 1 to 3 percent.

c. 2 percent.

ANS: B REF: p. 204

**TRUE/FALSE**

1. Search engines have assumed a key role in the activities of web users of all kinds.

ANS: T REF: p. 198

2. Facebook, Twitter, and mobile all offer opportunities for paid search campaigns.

ANS: T REF: p. 199

3. Older Internet users rarely use search engines.

ANS: F REF: p. 198

4. Directories and search engines do much the same thing in much the same way.

ANS: F REF: p. 200

5. Google is the only Internet search engine.

ANS: F REF: p. 205

6. Natural and organic search results are synonymous terms.

ANS: T REF: p. 201

7. Links, Content, Tags and Title and URL are all part of the basics of SEO.

ANS: T REF: p. 209

8. Search engines assign keywords to the advertising that is submitted to them.

ANS: F REF: p. 208

9. Search engine optimization is a fairly straightforward activity that can be carried out by most webmasters.

ANS: F REF: p. 206

10. SEO is lower in cost to implement than Paid Search.

ANS: T REF: p. 201

11. Pay-per-click, PPC, advertising is sometimes referred to as Cost-per-click, CPC advertising.

ANS: F REF: p. 200

12. Search engine Marketing and Social media marketing have little relationship to each other.

ANS: F REF: p. 217

13. CPM refers to the Cost Per Many inquiries.

ANS: F REF: p. 213

14. The display URL in a Google Search ad should be the same as the website URL of the company placing the ad.

ANS: F REF: p. 214

15. Page rank refers to an algorithm to determine how important a page is on the web.

ANS: T REF: p. 201

16. Universal search means that users all over the world use search on a regular basis.

ANS: T REF: p. 202

**ESSAY**

1. Explain the generic search process.

ANS:

Students may use Figure 8.3 to structure their answer. The query is initiated by the user and goes to the web server, where behind the scenes “spiders” or web crawlers “crawl” sites and index the information. The index server passes information to the document server with uses algorithms to send results to the user which may spark another query.

REF: p. 203

2. Describe three of the major influencers of organic search ranking and give examples of each.

ANS:

Students may use Figure 8.10 to structure their answer. Students should speak about link building; including links form blogs and social media, on-page factors such as site architecture and tagging, and domain name authority, the site’s reputation from its domain name and length on the web. Students may also speak about website traffic, social footprint and web hosting.

REF: p. 210

3. What are the future trends in search and how do they affect how marketers develop and implement their SEM campaigns?

ANS:

Students should mention that search trends such as local search come from marketers trying to understand the user intent of their customers and potential customers as they search on the web. Local search developed from an understanding that 40 percent of inquiries have local intent and marketers need to optimize their websites organically to include local search terms and bid for local terms in paid search campaigns. Mobile search is another trend that marketers must be aware of when developing their campaigns, as mobile searches require a mobile-optimized website to increase click-throughs. Students might also mention that specific vertical markets are expected to benefit from mobile search

REF: pp. 210-211

. 4. Explain the relationship between SEM and Social Media.

ANS:

Students can use Figure 8.12 to structure their answer. Social media enhances natural search efforts. After expanding their social media profiles, companies can monitor social media conversations can be to enhance SEO. Companies can also use searches on social media to drive links back to their websites.

REF: p. 217