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Certification exam

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Take a business online

Question 1

What's the biggest challenge for most businesses when going online?

- ☐ A Planning a budget
- ☒ B Developing a plan
- ☐ C Optimising a website
- ☐ D Defining a customer base

Question 2

When planning your website, what is one of the key things you should consider?

- ☐ A The order your products will appear on the site
- ☒ B What you want your customers to do on the site
- ☐ C How customers will interact with the site
- ☐ D What your customers want to see on the site

Question 3

When considering whether to have a web presence for your business, which of the following is not a major factor?

- ☐ A Technology
- ☐ B Cost
- ☐ C Scope
- ☒ D How long you've been in business

Question 4

When designing content as part of your content marketing strategy, what does the "Think" stage represent in the "See, Think, Do, Care" framework?

- ☒ A The consideration phase, when customers start to research potential products to buy
- ☐ B The finance stage, when customers think about their budgets
- ☐ C The action stage, the moment when customers commit and purchase your product
- ☐ D The sharing stage, when customers share images and feedback on your products

Question 5

Which are the first steps you should consider when constructing an online business strategy?

- ☐ A Understand the target audience
- ☐ B Change your mission statement to match the goals
- ☒ C Create goals and identify a USP
- ☐ D Define and segment your audiences

Make it easy for people to find a business on the web

Question 6

What's the first step in the search engine optimisation process for your website?

- ☐ A Off-site optimisation
- ☒ B Keyword research
- ☐ C Writing fresh content
- ☐ D Setting an ad budget

Question 7

What is the term we use to describe how search engines categorise each piece of content?

- ☐ A Listing
- ☐ B Crawling
- ☒ C Indexing
- ☐ D Ranking

Question 8

What are three key considerations when evaluating keywords for search engine optimisation?

- ☐ A Competition, cohesiveness, relevance
- ☒ B Frequency, competition, relevance
- ☐ C Relevance, cohesiveness, execution
- ☐ D Frequency, execution, relevance

Question 9

When optimising a website for search, what impact do meta and title tags have on the search engine?

- ☐ A They are hidden messages that have no bearing on search engines
- ☐ B They are the on-page content that appears on your homepage, telling search engines what you do
- ☐ C They are automatically generated and help websites rank within search engines
- ☒ D They are embedded messages that help the search engine determine what's on the page

Question 10

Gaining backlinks to your website is a great way to improve the SEO performance. What best practice will encourage people to link back to your site?

- ☐ A Pay people to link back to your site
- ☒ B Write some great content they will find useful

- ☐ C Ensure your staff link back to your site
- ☐ D Link to them first, regardless of whether they have anything interesting on their site

Question 11

Which of the following will be achieved by including an offer in a Search Engine Marketing (SEM) ad?

- ☒ A It will help the ad stand out and encourage people to click it
- ☐ B It will guarantee the ad appears at the top of the search results
- ☐ C It will increase the amount of users across your entire website
- ☐ D It can increase the quality score of your ad

Question 12

Fill the blank: When managing SEM campaigns, the best way to optimise your quality score is to improve the _____ of your keywords, adverts, and landing pages.

- ☒ A relevance
- ☐ B conversion
- ☐ C clicks
- ☐ D importance

Question 13

What is the most important thing to consider when optimising a search engine marketing campaign?

- ☐ A Increasing the bid for the keywords you are targeting
- ☒ B Increasing the relevance of the keywords, ads, and landing page
- ☐ C Adding lots of keywords to the campaign to get more traffic
- ☐ D Continually changing the ad copy

Question 14

If you want to track a completed order in your website, what would be a proper place to add the conversion tracking code?

- ☐ A Website's homepage
- ☒ B Order confirmation page
- ☐ C Order form page
- ☐ D Contact us page

Reach more people locally, on social media or on mobile

Question 15

When looking to get noticed locally online, what information should you ensure is on your website as a minimum?

- ☐ A Your social media links
- ☐ B An interactive map
- ☒ C Your physical location details
- ☐ D Business registration number

Question 16

Why is it important to reach customers on their mobiles when advertising locally?

- ☒ A People use their phones while they are on the go
- ☐ B Ads are smaller in mobile devices and therefore cheaper
- ☐ C People prefer to receive adverts on their mobile
- ☐ D Everyone has a mobile phone

Question 17

Which of the following would be described as a good business goal to set for your social media campaigns?

- ☐ A Increase staff morale
- ☒ B Increase audience engagement
- ☐ C Increase customer satisfaction
- ☐ D Increase overall profit

Question 18

Building a plan will help you to focus your efforts when using social media. What should you consider when making your social media plan?

- ☐ A Your audience's data
- ☒ B Your audience's interests
- ☐ C Your audience's available income
- ☐ D Your audience's offline behaviour

Question 19

With more and more users using mobile to look at websites, it is key that you optimise your site so users can find it when searching online. Which two elements should you look to optimise for improved SEO performance?

- ☒ A Site speed and usability
- ☐ B Keywords and metadata
- ☐ C Image size and navigation
- ☐ D Site speed and visual appearance

Question 20

Mobile advertising is a great tool for marketers, but all that good work could be undone if your website isn't what?

- ☒ A Optimised for different devices
- ☐ B Visually engaging
- ☐ C Full of relevant information
- ☐ D Text heavy

Question 21

How would you classify the content distribution channel that uses influencer and outreach marketing to increase a brand's reach?

- ☐ A Paid
- ☐ B Owned
- ☐ C Earned
- ☒ D Published

Reach more customers with advertising

Question 22

When it comes to email marketing, what do we mean by the term A/B testing?

- ☐ A A/B testing means you can split your contacts alphabetically
- ☐ B A/B testing means you send the same email twice to the same people
- ☒ C A/B testing means splitting your audience and sending each of them a different variation of your email
- ☐ D A/B testing means it is spell checked and proofed, prior to hitting send

Question 23

Which of the following is a benefit of search advertising over display advertising?

- ☐ A Search ads are more likely to be clicked on
- ☐ B Search advertising is cheaper than display advertising
- ☐ C Search advertising allows ads to be created in multiple formats
- ☒ D Search advertising is shown to customers who are searching for your specific terms

Question 24

Which form of targeting would you use to display ads to people who have previously visited your website?

- ☐ A Search advertising
- ☐ B Reacquiring
- ☐ C Readvertising
- ☒ D Retargeting

Question 25

Retargeting allows you to...

- ☒ A Target users, based on the specific actions they take on your site
- ☐ B Target people, based on their likes and interests
- ☐ C Appear higher within the search results
- ☐ D Target people before they come to your website

Question 26

Which of the following is a key strategy for distributing your video content?

- ☒ A Share videos across all of your digital marketing tools
- ☐ B Pick one primary place to share your video content
- ☐ C Trust word-of-mouth to drive traffic to your videos
- ☐ D Send out a postcard to relevant mailing lists

Question 27

What can you do to help your videos appear in search results?

- ☐ A Make the content really interesting
- ☒ B Give detailed descriptions of its content
- ☐ C Clearly brand your videos
- ☐ D Include calls to action within the videos

Track and measure web traffic

Question 28

When using analytics programmes on your website, which of these do not fall under the category of a dimension?

- ☐ A The device users access the site with
- ☒ B The time a user spends on the site
- ☐ C The browser a user uses to visit the site
- ☐ D The geographical location of the user

Question 29

When using analytics on your website, what do we mean by the term 'conversion'?

- ☐ A The act of a user coming from a certain geographical location
- ☐ B The act of a user spending a certain amount of time on the site
- ☐ C The act of a user meeting a specific metric
- ☒ D The act of a user completing a goal

Question 30

When it comes to web analytics, what insights can you gather using analytics tools?

- ☐ A What websites users visit after leaving your website
- ☐ B How you currently rank in search engines
- ☒ C How people interact with your website
- ☐ D How people interact with your competitors' websites

Question 31

When using web-based analytics tools, by segmenting the data you will be able to achieve which of the following?

- ☐ A Bid higher within your SEM advertising account
- ☒ B Find insights that can help you identify where to make improvements
- ☐ C Build better social media profiles
- ☐ D Run advertising in other countries around the world

Question 32

How is a spreadsheet defined?

- ☒ A An interactive computer application for the organisation, analysis and storage of data
- ☐ B A static collection of related data tables that can be queried to locate specific fields
- ☐ C A tool for storing large amounts of numerical data, but not text-based data
- ☐ D A digital balance sheet to keep track of financial transactions

Question 33

When creating a presentation based on lots of data, what principle should you bear in mind?

- ☐ A Show all the information available, to give your audience as much context as possible
- ☒ B Tailor your approach to your audience in order to tell a better story
- ☐ C Stick to visual graphics only, as everyone will prefer this presentation format over tables and text
- ☐ D Present all information in the same way because everyone interprets things similarly

Sell products or services online

Question 34

Which of these is not a benefit for businesses using fully integrated e-commerce platforms?

- ☐ A Stock control
- ☐ B Integrated invoicing
- ☐ C The ability to track shipping
- ☒ D Automated complaints process system

Question 35

When building your online product store, to make it as effective as possible you should look to optimise the performance by using images in what kind of way?

- ☐ A Use images direct from the internet to ensure accurate file size
- ☐ B Use images direct from the original manufacturer
- ☒ C Ensure images are of a high quality
- ☐ D Use detailed descriptions instead of images to help search engines

Question 36

Fill in the blank: When you are considering the layout of the product pages, it is important to put them in _____ order?

- ☐ A price
- ☒ B hierarchical
- ☐ C a constantly changing
- ☐ D alphabetical

Question 37

If a user abandons their shopping cart without making a purchase, one way to bring them back to complete the purchase is?

- ☐ A SEM advertising
- ☐ B Social advertising
- ☒ C Retargeting
- ☐ D Email campaigns

Take a business global

Question 38

Fill in the blank: When considering expanding a business internationally, the best place to start is to _____?

- ☒ A use online tools to help you understand where there's a strong demand for your products
- ☐ B move the whole business to that country
- ☐ C replicate your current business in as many countries as possible
- ☐ D buy new domains for the country

Question 39

Fill the blanks: When advertising internationally, you should make your business _____ to the new market, consider the _____ and any possible _____ implications.

- ☒ A accessible | supply chain | legal
- ☐ B affordable | supply chain | language
- ☐ C exciting | customers needs | currency
- ☐ D affordable | customer needs | legal

Question 40

If you are looking to expand your company's presence online internationally, which of the following should you consider with regards to your online content?

- ☐ A Translated by an automated tool only
- ☒ B Translated but also locally adapted for the audience
- ☐ C Translated into the native language
- ☐ D Left the same, and not translated

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