≡ Google

SEARCH 🔔

95%

Assessment Passed

Congratulations! You answered enough questions correctly to receive a passing grade.

Total Points: 38/40   **Correct Answers:** 38/40

View Response Details

CLOSE

Google

Response Details

🖨
Print

Your Responses

Question 1 of 40 Final Assessment   +0 / 1 ❌

What's the biggest challenge for most businesses when going online? 25205308

⚪ Planning a budget

✅ ⚪ Developing a plan

⚪ Optimising a website

❌ 🔵 Defining a customer base

The correct answer was "Developing a plan".

Question 2 of 40 Final Assessment   +0 / 1 ❌

When planning your website, what is one of the key things you should consider? 25205308

⚪ The order your products will appear on the site

✅ ⚪ What you want your customers to do on the site

⚪ How customers will interact with the site

❌ 🔵 What your customers want to see on the site

Google

Question 3 of 40 | Final Assessment | +1 ✓

When looking to advertise a new business online, what is one
of the major benefits of display ads?

- ○ They are seen by everyone
- ○ They have higher click-through rate
- ✓ ● They can come in many different formats
- ○ They don't cost too much to set up

Question 4 of 40 | Final Assessment | +1 ✓
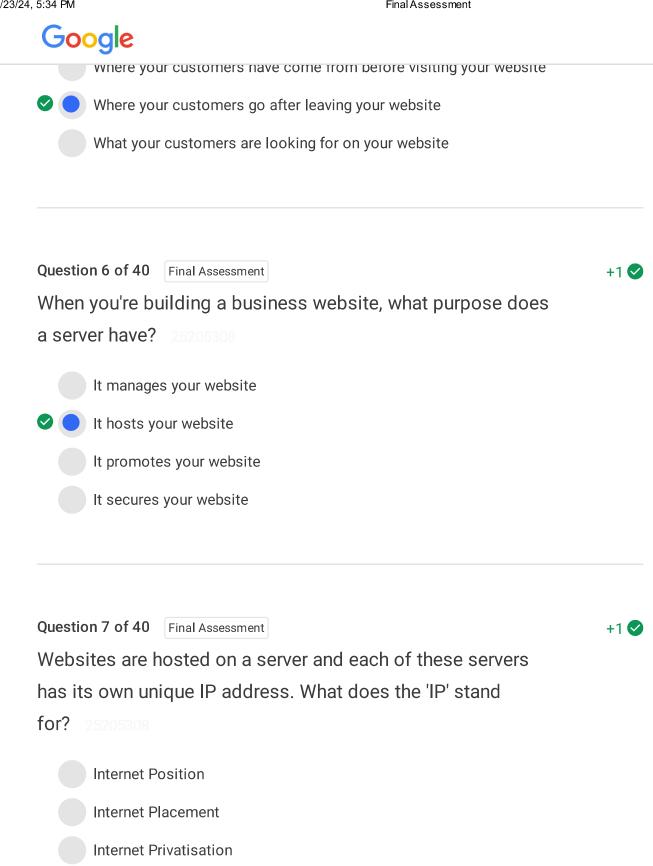
How can businesses benefit from using analytics on their
website?

- ✓ ● It will show you where your audience comes from
- ○ It will list which pages your audience does not like
- ○ It will show where your customers go after they've left your site
- ○ It will show you why your audience visit your site

Question 5 of 40 | Final Assessment | +1 ✓

Web analytics can tell you many things about your online
performance, but what can analytics tools not tell
you?

Google

○ Where your customers have come from before visiting your website

✓ ● Where your customers go after leaving your website

○ What your customers are looking for on your website

Question 6 of 40   Final Assessment   +1 ✓

When you're building a business website, what purpose does a server have? 25205308

○ It manages your website

✓ ● It hosts your website

○ It promotes your website

○ It secures your website

Question 7 of 40   Final Assessment   +1 ✓

Websites are hosted on a server and each of these servers has its own unique IP address. What does the 'IP' stand for? 25205308

○ Internet Position

○ Internet Placement

○ Internet Privatisation

✓ ● Internet Protocol

Google

Website hosting servers have their own unique IP address, what does this address consist of?

- ⬤ Numbers and letters
- ✅ 🔵 Numbers
- ⬤ Letters and symbols
- ⬤ Letters and symbols

Question 9 of 40 | Final Assessment | +1 ✅

Imagine a customer has downloaded an app made by their local hardware store. How could that business connect with their audience through the app?

- ⬤ Call the customer when there is an offer they'd enjoy
- ⬤ See where their customers are and monitor their shopping behaviours
- ✅ 🔵 Send them offers when they enter a certain geographical area
- ⬤ Add items to their in-app basket that you think they'd like

---

Question 10 of 40 | Final Assessment | +1 ✅

Where does the domain name of a website primarily sit?

- ✅ 🔵 In the URL
- ⬤ In the coding of your header image

Google

in your logo's hyperlink

Question 11 of 40   Final Assessment   +1 ✅
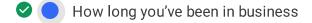
When considering whether to have a web presence for your
business, which of the following is not a major
factor? 25205308

- ⚪ Technology
- ⚪ Cost
- ⚪ Scope
- ✅ 🔵 How long you've been in business

Question 12 of 40   Final Assessment   +1 ✅

What is one of the benefits of using templates for your email
marketing campaigns? 25205308

- ✅ 🔵 You can reuse the same template
- ⚪ They are always free
- ⚪ You can duplicate the design of your website
- ⚪ Templates work better on mobile

Question 13 of 40   Final Assessment   +1 ✅

Google

your email campaigns?

○ The amount of links contained in the email

○ The number of images in your email

○ The opportunity for customers to opt-out

✓ ● The subject line of the email

Question 14 of 40   Final Assessment   +1 ✓

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

○ A/B testing means you can split your contacts alphabetically

○ A/B testing means you send the same email twice to the same people

✓ ● A/B testing means splitting your audience and sending each of them a different
variation of your email

○ A/B testing means it is spell checked and proofed, prior to hitting send

---

Question 15 of 40   Final Assessment   +1 ✓

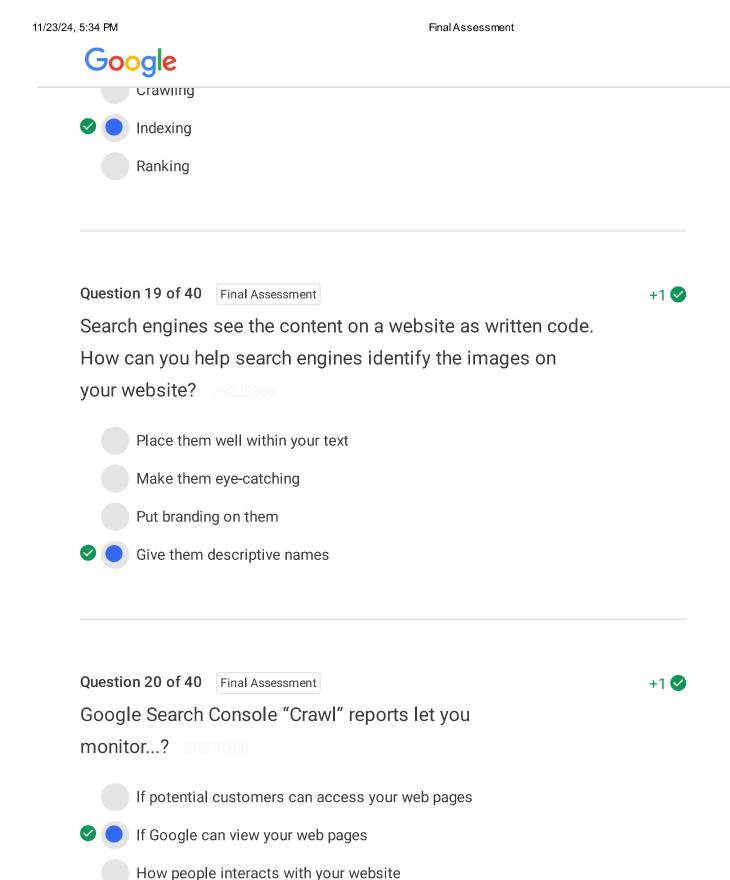When looking at your email marketing metrics, Click Through
Rate (or CTR) highlights which of the following
insights?

○ % of people that made a purchase after receiving the email

○ % of people that opened the email out of the total recipients

✓ ● % of people who clicked on a link in the email out of the total recipients

Google

Question 16 of 40   Final Assessment   +1 ✓

When using a search engine, what is the name of a word or
phrase somebody types to find something online?   25205308

- ⬤ Search phrase
- ⬤ Search term
- ✓ 🔵 Search query
- ⬤ Search word

Question 17 of 40   Final Assessment   +1 ✓

Fill the blank: 'Search engines _____ the internet to
discover content.'   25205308

- ⬤ index
- ✓ 🔵 crawl
- ⬤ investigate
- ⬤ How you currently rank in search engines

Question 18 of 40   Final Assessment   +1 ✓

What is the term we use to describe how search engines
categorise each piece of content?   25205308

Google

○ Crawling

✅ 🔵 Indexing

○ Ranking

Question 19 of 40   Final Assessment   +1 ✅

Search engines see the content on a website as written code.
How can you help search engines identify the images on
your website? 25205308

○ Place them well within your text

○ Make them eye-catching

○ Put branding on them

✅ 🔵 Give them descriptive names

Question 20 of 40   Final Assessment   +1 ✅

Google Search Console "Crawl" reports let you
monitor...? 25205308

○ If potential customers can access your web pages

✅ 🔵 If Google can view your web pages

○ How people interacts with your website

○ What information Google records about your site

Google

What's the first step in the search engine optimisation
process for your website?   25205308

- ( ) Off-site optimisation
- ✓ ● Use the Google Keyword research tool or Bing Keyword research tool
- ( ) Writing fresh content
- ( ) Setting an ad budget

Question 22 of 40   Final Assessment   +1 ✓

We use them every day, but what is the overall purpose of a
search engine?   25205308

- ( ) To position websites based on how popular they are
- ( ) To display websites in a random order to increase site traffic
- ( ) To ensure every business gets an equal number of site visits
- ✓ ● To help the user find the most relevant answer to their query

Question 23 of 40   Final Assessment   +1 ✓

When ranking websites on search engine results pages,
which element of a website do search engines value the
most?   25205308

- ( ) How long the content on the page is
- ( ) If you mention keywords over 50 times in a short piece of content

Google

Where you are in the world when adding content to your site

Question 24 of 40   Final Assessment   +1 ✓

When looking to increase the presence of a website, putting together your search engine optimisation plan will help you plan your steps. Which activity would be first on the list? 25205308

○ Choosing what images to put on your website

○ Reserving all the social profiles that you will be using for the business

○ Finding people who will link back to your website

✓ ● Keyword Research

Question 25 of 40   Final Assessment   +1 ✓

When looking to optimise the performance of a website to improve its search engine ranking, using 'long tail keyword terms' in your SEO plan often allows you to... 25205308

○ Outrank lots of larger, more established companies

✓ ● Find more opportunities

○ See more traffic than short tail keywords

○ Perform better on social media

Google

To improve your website's SEO performance, when should
you consider updating your SEO plan?

○ When you write a new blog post

○ When you have a sale or promotion

✓ ● When you add a new service or product

○ When you employ new staff

Question 27 of 40   Final Assessment   +1 ✓

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

○ Competition, cohesiveness, relevance

✓ ● Frequency, competition, relevance

○ Relevance, cohesiveness, execution

○ Frequency, execution, relevance

Question 28 of 40   Final Assessment   +1 ✓

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

○ They are hidden messages that have no bearing on search engines

○ They are the on-page content that appears on your homepage, telling search
engines what you do

○ They are automatically generated and help websites rank within search engines

Google

Question 29 of 40   Final Assessment   +1 ✓

A lot of factors can affect how well a website will rank on
search engines. What role does metadata have in this
process? 25205308

- ⬤ Helps your website stand out from the competition

- ⬤ Allows you to input lots of keywords so that you appear for all of them

- ✓ 🔵 Provides search engines with more consistent and clear information about what's
  on the website

- ⬤ Allows you to place sales promotion offers within the search results

---

Question 30 of 40   Final Assessment   +1 ✓

There are many ways you can improve the performance of a
website from an SEO perspective. When it comes to link
building, which of the following statements is
accurate? 25205308

- ⬤ The quantity of links is important, not the quality

- ✓ 🔵 The quality of links is important, not the quantity

- ⬤ Links hidden within code on sites improves your SEO performance

- ⬤ Links hidden within images on sites improves your SEO performance

---

Google

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?

- Pay people to link back to your site
- ✓ ● Write some great content they will find useful
- Ensure your staff link back to your site
- Link to them first, regardless of whether they have anything interesting on their site

---

Question 32 of 40 Final Assessment   +1 ✓

Which of the following is a benefit of Search Engine Marketing (SEM)?

- ✓ ● Reach out to potential customers actively looking for your product or service
- Create different types of ad formats to show to potential customers
- Target people based on their interests and habits
- SEM is a lot cheaper than any other advertising medium

Question 33 of 40 Final Assessment   +1 ✓

When advertising using Search Engine Marketing (SEM), you only pay...

- when your ad appears within the search results
- when a conversion happens on your website

Google

when someone stays on your website for more than 2 minutes

Question 34 of 40   Final Assessment   +1 ✓

When advertising on search engines, if you bid the same as
your competitor, having a higher quality score will mean you
appear where in comparison?   25205308

⚪ Alongside them

⚪ Below them

⚪ On the next page after them

✓ 🔵 Above them

Question 35 of 40   Final Assessment   +1 ✓

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.   25205308

✓ 🔵 Increasing the relevance of the keywords, ads, and landing page

⚪ You notice that when people see images of your products online, you have an
    increase in conversions or sales. Which customer touchpoint could you use to
    take advantage of this insight?

⚪ clicks

⚪ importance

Google

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

- ✅ 🔵 It will help the ad stand out and encourage people to click it
- ⚪ It will guarantee the ad appears at the top of the search results
- ⚪ It will increase the amount of users across your entire website
- ⚪ It can increase the quality score of your ad

Question 37 of 40 Final Assessment   +1 ✅

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

- ⚪ Increasing the bid for the keywords you are targeting
- ✅ 🔵 Increasing the relevance of the keywords, ads, and landing page
- ⚪ Adding lots of keywords to the campaign to get more traffic
- ⚪ Continually changing the ad copy

Question 38 of 40 Final Assessment   +1 ✅

What can you achieve if you divide your search engine marketing account into relevant campaigns and ad groups?

- ⚪ Drive more traffic to your website
- ⚪ Target more people in different areas of the world

Google

Stop using negative keywords

Question 39 of 40 | Final Assessment | +1 ✓

Fill the blank: When optimising SEM campaigns, negative keywords _____ your ads from appearing when people search for things that aren't relevant to your business. 25205308

✓ 🔵 prevent

⚪ secure

⚪ increase the chance of

⚪ decrease the chance of

Question 40 of 40 | Final Assessment | +1 ✓

Which search query would trigger an ad based on this keyword: [London portrait photographer]? 25205308

⚪ Portrait photographer London

⚪ London photographer

✓ 🔵 London portrait photographer

⚪ Photographers in London