**World Class Media** PPC and SEO Analyst Test.

**Section 1: Google AdWord (PPC)**

**Question 1**

You’ve been given a website from a new company who sell office supplies (Office Tables, Office Chairs, Office Supplies etc…).

They have an eCommerce store (Online Store) and sell directly to UK businesses.

Explain the process from beginning to end on how you’d set up a PPC (Adword) Campaign for this business.

**Your Answer:**

**Question 2**

The client wants to know the results of their Adword PPC campaign. How would you present this information to them?

**Your Answer:**

**Question 3**

How would you measure the success of each Adword click?

(Think about clicks converting into sales)

**Your Answer:**

**Question 4**

You’re getting clicks from a none relevant keyword, how would you go about making sure this doesn’t happen again?

**Your Answer:**

**Section 2: SEO (Search Engine Optimization)**

**Question 1**

You’ve been given a website from a new company who sell office supplies (Same as section 1, question 1)

Explain the process from beginning to end on how you’d set up a SEO Campaign for this business.

**Your Answer:**

**Question 2**

The office supply website has been given to you and has had no previous SEO done to it. Explain in detail the steps you’d go through to fully optimize the website.

**Your Answer:**

**Question 3**

SEO is an ongoing task, how would you demonstrate to the client the work that you’ve done on their SEO campaign in a month?

**Your Answer:**