

JL TEST Conducted By JobLana

Section 4- Digital marketing

1- On page search engine optimization refers to

- A. Programming keywords into a website
- B. Evaluating each page of a website for design
- C. The amount of links coming into your website
- D. The number of search engine sites a website is submitted to

2- If a website's search engine saturation with respect to a particular search engine is 20%, what does it represent?

- A. 20% of the webpages of the website have been indexed by the search engine
- B. Only 20% of the pages of the website will be indexed by the search engine
- C. 20% of the websites pages will never be indexed
- D. The website ranks in the first 20% of all websites indexed by the search engine for its most important search terms

3- Which of the following marketing techniques are most likely to pay you?

- A. Pay per click advertising

- B. Using social media marketing strategies
- C. Posting press releases
- D. Article marketing

4- What is Anchor Text?

- A. It is the main body of text on a particular web page
- B. It is the text within the left or top panel of a web page
- C. It is the visible text that is hyper linked to another page
- D. It is the most prominent text on the page that the search engines use to assign a title to the page

5- What is the term for Optimization strategies that are in an unknown area of reputability/validity?

- A. Red hat techniques
- B. Silver hat techniques
- C. Grey hat techniques
- D. Shady hat techniques

6- When is it most ideal to send a press release?

- A. Only when there is "big news" happening

- B. Only around the holidays
- C. When news seems to be slow
- D. Tuesday through Thursday for anything newsworthy

7- Which of the following can be termed as good keyword selection and placement strategies?

- A. Targeting synonyms of the main keyword
- B. Targeting the highest searched keywords only
- C. Copying competitor keywords
- D. Optimizing five or more keywords per page

8- The main objective to branding is which of the following?

- A. To have potential customers recognize your logo and marketing materials
- B. To earn trust from your customers
- C. Promotional materials that match and coordinate
- D. Having a unique tag line

9- Which of the following factors have an impact on the Google PageRank?

- A. The total number of inbound links to a page of a web site

- b. The subject matter of the site providing the inbound link to a page of a web site
- c. The text used to describe the inbound link to a page of a web site
- d. The number of outbound links on the page that contains the inbound link to a page of a web site

10- Which of the following search engines or directories provides the main search results for AOL?

- A. Lycos
- B. DMOZ
- C. Google
- D. Yahoo

