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QUESTION 1

HOTSPOT

Click in the screen below to sign up for the Digital Marketing Institute YouTube Channel:

Hot Area:



Correct Answer:



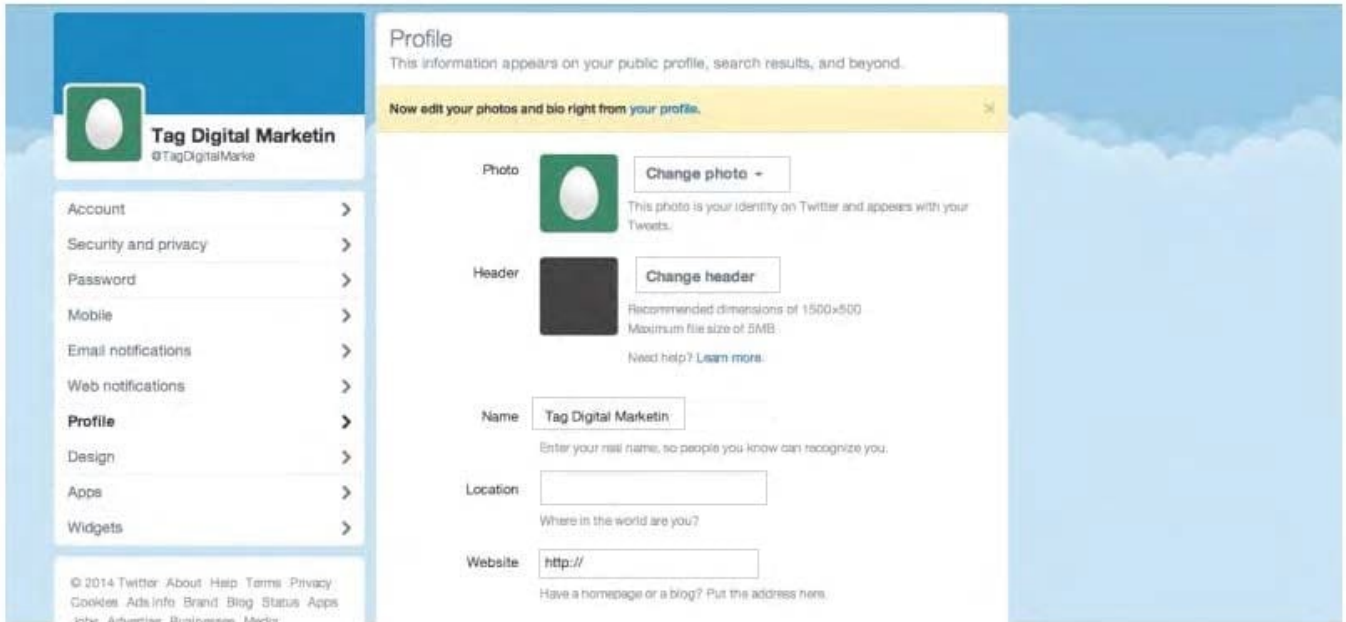


QUESTION 2

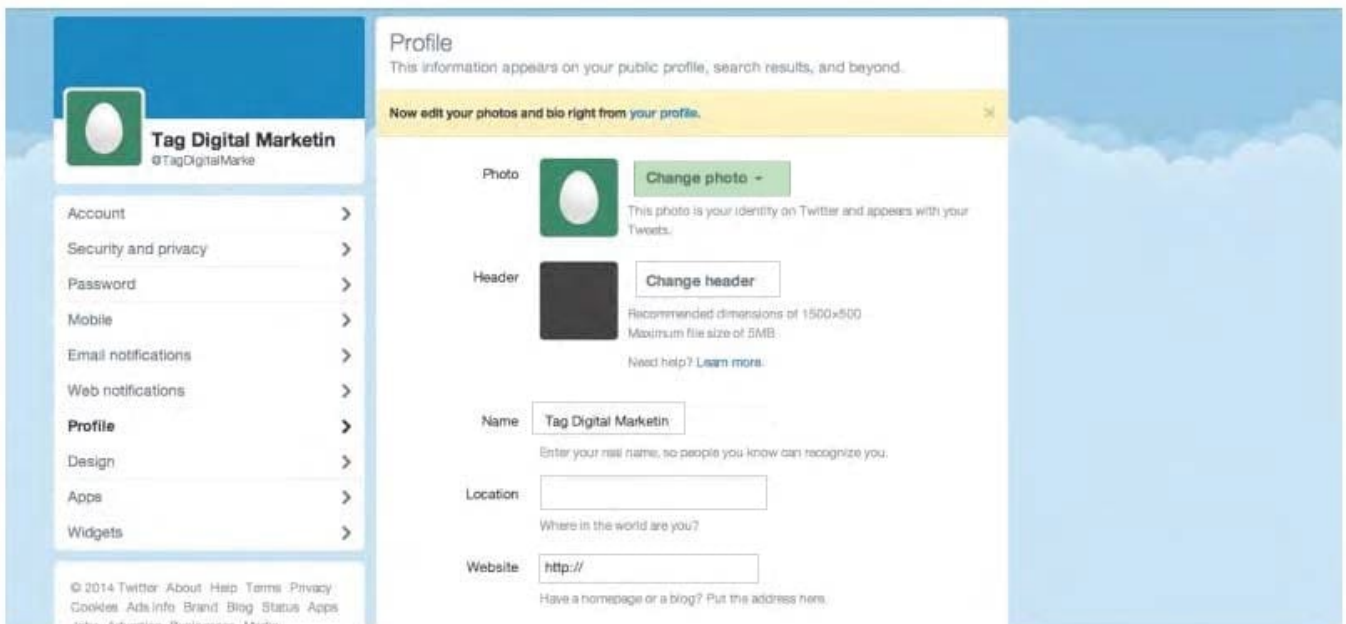
HOTSPOT

You have just set up a new Twitter account. Where would you click next in the screen shown to add your profile photo?

Hot Area:



Correct Answer:





QUESTION 3

Which of the following will NOT adversely affect your link building efforts? Choose one of the following:

- A. Refreshing content
- B. Keyword stuffing
- C. Broken links
- D. Duplicate content

Correct Answer: A

QUESTION 4

What does retargeting mean? Choose one of the following: Exhibit:

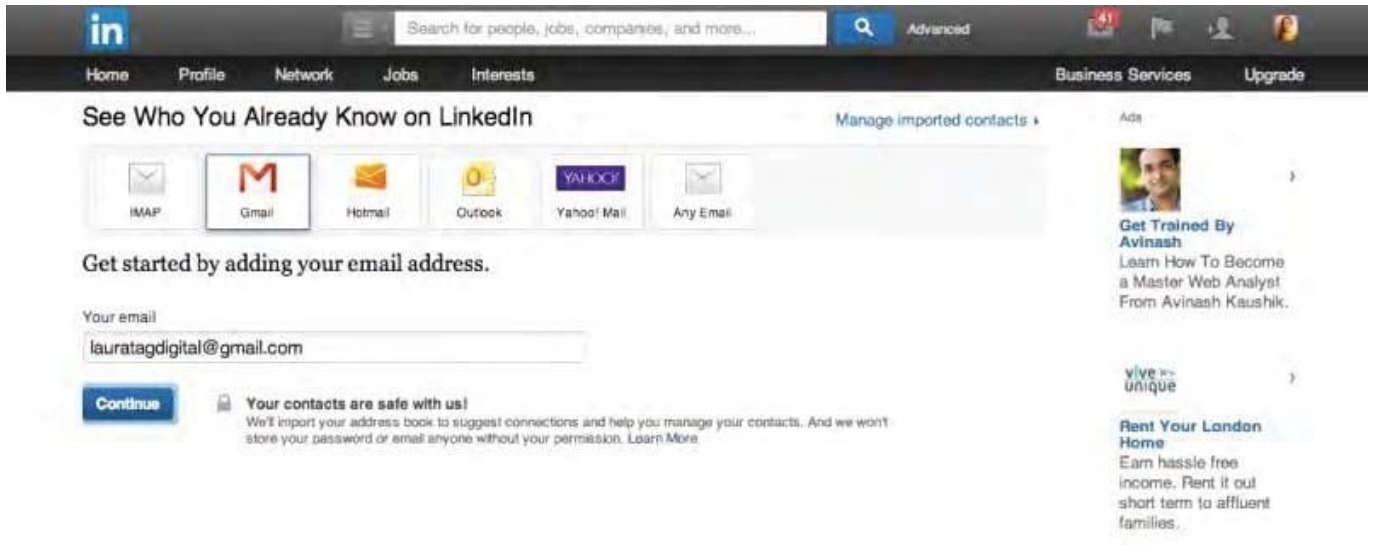


- A. The ad follows the user
- B. The ad leads the user
- C. The user follows the ad
- D. The user leads the ad

Correct Answer: A

QUESTION 5

What is going on in the screen shown below? Choose one of the following: Exhibit:



- A. LinkedIn is inviting you to import contacts from your address book
- B. LinkedIn is inviting you to download email addresses from your webmail.
- C. LinkedIn is inviting you to export email addresses from your Outlook address book.
- D. LinkedIn is inviting you to import email addresses from your Twitter account.

Correct Answer: A

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