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QUESTION 1

What is the practice of setting your ad copy to change based on the search phrase used known as? Choose one of the following:

- A. Dynamic Keyword Insertion
- B. Dynamic Ad Word insertion
- C. Dynamic Copy Insertion
- D. Dynamic Insertion

Correct Answer: A

QUESTION 2

Recently there has been significant mentions about one of your products on Twitter. Which tool will help you measure and manage this? Choose one of the following: Exhibit:



- A. Twitalyzer
- B. Google Media Planner
- C. TweetPic
- D. Google AdWords Keyword Planner

Correct Answer: A

QUESTION 3



What is displayed in the Google AdWords screen below? Choose one of the following: Exhibit:

Ad group (by relevance)	Keywords	Avg. monthly searches	Competition	Suggested bid	Ad Impr. share	Add to plan
Course On Digital (41)	digital marketing co...	11,340	High	UK£3.48	0%	»
Marketing Consulta...	digital marketing co...	14,300	High	UK£5.65	0%	»
Marketing Compan...	digital marketing co...	24,330	High	UK£6.08	0%	»
Jobs Digital (10)	digital marketing jo...	5,860	Medium	UK£1.73	0%	»
Diploma In Digital ...	diploma in digital m...	1,290	High	UK£3.77	0%	»
Digital Agency (32)	digital marketing a...	19,940	High	UK£6.47	0%	»

- A. Keyword Research Report
- B. CampaignReport
- C. Traffic Source Report
- D. SEO Report

Correct Answer: A

QUESTION 4

Which one of the following is the name for a website that can distinguish between the kinds of devices being used to access it?

- A. Mobile optimized website
- B. Mobile website
- C. Virtual optimized website
- D. Mobile compatible website

Correct Answer: A

QUESTION 5

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

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