2. Digital Marketing

Q. 1 Fill in the blanks.

1. Unpaid search is nothing but __search.
Ans: Paid search

2. Program used by search engines to collect data from the website is called as__
Ans: Crawler

3. Manipulating Google's algorithm to improve website rankings is __ hat SEO.
Ans: Black Hat

4. Web analytics service offered by Google to tracks and reports website traffic is __
Ans: Google Analycis

Q. 2 State true or false.

1. Digital Marketing requires physical market.
Ans: False

2. E commerce deals are carried out in physical market.
Ans: True

3. Digital marketing is carried out with the help of Portal.
Ans: True

4. In Digital marketing SEO means Special Executive Operations.
Ans: False

5. The paid advertisement on Google can be identified with 'paid' keyword.
Ans: True

6. To make the Traffic analysis SEO Technique is used.
Ans: True

Q. 3 Multiple Choice Questions one Correct Answer.

1. _____SEO relies on manipulating Google's algorithm to improve rankings.
a) Red Hat

b) White Hat
c) Green Hat
d) Black Hat
Ans: d) Black Hat

2. To analyze the traffic coming to the Website ___ tool is used.
a) SEO optimer
b) Google analytics
c) Go daddy
d. Amazon
Ans: b) Google analytics

3. If the speed of displaying the website is slow then __ ranking method is used
a) technical
b) on page
c) off page
d) load page
Ans: a) technical

Q.4 Multiple Choice Question 2 correct answer.

1. __ and __techniques and strategies used to get higher search rankings on search engine.
a) White Hat
b) Red Hat
c) Black Hat
d) Green Hat
e) Blue Hat
Ans: (a), (e)

2. The product of Google analytics was originally developed by ___ company in year ___
a) Urchin
b) 2005
c) Google
d) 2008
e) Microsoft
Ans: (c), (d)

3. Valid two types of keywords are ____ and ____
a) long tail
b) short tail

c) small tail
d) big tail
e) lengthy tail
Ans: (a), (b)

Q.5 Multiple Choice Question 3 correct answer.

1. Marketing Channels in Digital Marketing are
a) Email marketing
b) Content marketing
c) Valid marketing
d) Mobile marketing
e) On page marketing
f) Off page marketing
Ans: (a), (b), (d)

2. Valid approaches SEO to generate traffic to your website are ____, ____ and ____.
a) on-page SEO
b) all-page SEO
c) off-page SEO
d) technical SEO
e) with-page SEO
f) online-page SEO
Ans: (a), (c), (d)