

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 Analytics

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 optimizer
- 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)