

# Digital Marketing Certificate Practice Test Questions and Answers

## 1. What is Long-tail keyword

- A) The process of crediting sales and conversions to touch points in conversion paths.
- B) Shows people a list of likes and engagement with their social networks.
- C) Keyword suggestions, average monthly keyword searches, and competition level for each term
- D) Descriptive keywords are utilized in less frequent versions to assist attract targeted clients to your site.

## 2. What is 'social media ROI'?

- A) The number of followers gained from a campaign
- B) The return on investment measuring revenue generated relative to social media spend
- C) The ratio of organic to paid social media posts
- D) The engagement rate across all social platforms combined

## 3. What is 'content marketing'?

- A) Paying for advertisements in print magazines
- B) Creating and distributing valuable, relevant content to attract and retain a target audience
- C) Marketing physical products through television commercials
- D) Selling professional content creation services to clients

## 4. What is an advertising group?

- A) An ad group is a collection of related ads.
- B) An ad group is a library of your ads grouped by category.
- C) An ad group is a collection of related keywords and ads.
- D) An ad group is a collection of related campaign settings and ads.

**Answers: 1-D 2-B 3-B 4-C**

For More Digital Marketing Certificate Questions and Answers FREE, Digital Marketing Certificate Online Prep Training, Digital Marketing Certificate Exam, Digital Marketing Certificate Study Guide, Digital Marketing Certificate Flashcards, Digital Marketing Certificate Quizzes visit:

## Digital Marketing Certificate Practice Test