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Exam : **PDDM**

Title : Professional Diploma in Digital Marketing

Version : DEMO

1.The process of refining your website so that it will be indexed and ranked by search engines is known as _____ _____ _____ . Complete the sentence by filling in the blank. Choose one of the following:
Exhibit:

A. Search Engine Optimization
B. Indexing and Ranking
C. Search Engine Marketing
D. Social Media Marketing
Answer: A

2.Web spiders carry out a key function within search. What is it? Choose one of the following:
A. Indexing the site
B. Ranking the site
C. Parsing the site
D. Translating the site
Answer: A

3.Implementing Search Engine Optimization (SEO) involves two key aspects. What are they? Choose one of the following:
A. Onsite and offsite
B. Onsite and micro site
C. Offsite and directory
D. Onsite and directory
Answer: A

4.You wish to have your product name display as the primary search link in organic search results. Which meta tag will help you achieve this? Choose one of the following:
A. Title

B. Description
C. Keyword
D. Refresh
Answer: A

5.You understand that both for indexing with search engines and for user navigation, providing a clear navigation scheme is important. Which feature will help you do this? Choose one of the following:
Exhibit:

A. Sitemap
B. Navigation Bar
C. Keyword Research Tool
D. Breadcrumbs
Answer: A