

Digital marketing specialist

 Test duration: 45 minutes  Difficulty level: **Moderate**



1. Which of the following is a key on-page SEO factor?

- A) Number of social media followers
- B) Meta tags and descriptions
- C) Email open rates
- D) Bounce rate

Correct answer: B) Meta tags and descriptions

2. What does the acronym PPC stand for in digital marketing?

- A) Pay Per Click
- B) Pay Per Conversion
- C) Paid Public Content
- D) Public Promotion Campaign

Correct answer: A) Pay Per Click

3. Which social media platform is known for having the highest engagement rate per post?

- A) Facebook
- B) Twitter
- C) Instagram
- D) LinkedIn

Correct answer: C) Instagram

4. Which of the following is a tool used for keyword research in SEO?

- A) Google Analytics
- B) SEMrush
- C) Hootsuite
- D) Canva

Correct answer: B) SEMrush

5. What is the purpose of a content calendar in digital marketing?

- A) To schedule the company's daily meetings
- B) To plan and organize content publishing schedules
- C) To track website analytics
- D) To manage email subscriber lists

Correct answer: B) To plan and organize content publishing schedules

6. Which of the following strategies is best for increasing organic reach on Facebook?

- A) Posting only during peak hours
- B) Using paid ads exclusively
- C) Encouraging likes and shares
- D) Buying followers

Correct answer: C) Encouraging likes and shares

7. In Google Ads, what does the term "Quality Score" refer to?

- A) The speed of your website
- B) The relevance of your ads to the keywords and landing pages
- C) The number of clicks your ad receives
- D) The ranking of your website on Google

Correct answer: B) The relevance of your ads to the keywords and landing pages

8. Which of the following is a benefit of influencer marketing?

- A) Guaranteed conversion rates
- B) Immediate SEO ranking improvement
- C) Increased brand awareness through trusted voices
- D) Reduction in marketing budget

Correct answer: C) Increased brand awareness through trusted voices

9. What is the best practice for creating engaging content for social media?

- A) Posting only promotional content
- B) Using high-quality visuals and storytelling
- C) Posting once a month
- D) Ignoring audience feedback

Correct answer: B) Using high-quality visuals and storytelling

10. Which of the following is an example of content promotion?

- A) Writing a blog post
- B) Publishing an eBook
- C) Sharing a blog post on social media
- D) Designing a website

Correct answer: C) Sharing a blog post on social media