

Sample Questions with Answers

Business & Management - SEO/SEM

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Business & Management

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Question 1:

SEM stands for:

- A) Search EmailMarketing
- B) Search Engine Marketing
- C) Search Engine Media
- D) Social Engine Marketing

[ANSWER] Answer & Explanation:

No Explanation

Question 2:

What are the methods and metrics used to optimize websites through search engine marketing?

- A) Website saturation and popularity
- B) Keyword research and analysis
- C) Back end tools
- D) Whois tools

[ANSWER] Answer & Explanation:

No Explanation

Question 3:

What are the methods and metrics used to optimize websites through search engine marketing?

[ANSWER] Answer & Explanation:

There are four categories of the methods and metrics used to optimize websites through search engine marketing:
1.Keyword research and analysis 2.Website saturation and popularity 3.Back end tools 4.Whois tools

Question 4:

PPC stands for:

- A) Pay Per Click
- B) Pay Per Count
- C) Paid Per Click
- D) Paid Per Count

[ANSWER] Answer & Explanation:

No Explanation

Question 5:

What is Keyword research and analysis?

[ANSWER] Answer & Explanation:

It involves three "steps:" ensuring the site can be indexed in the search engines, finding the most relevant and popular keywords for the site and its products, and using those keywords on the site in a way that will generate and convert traffic.

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