
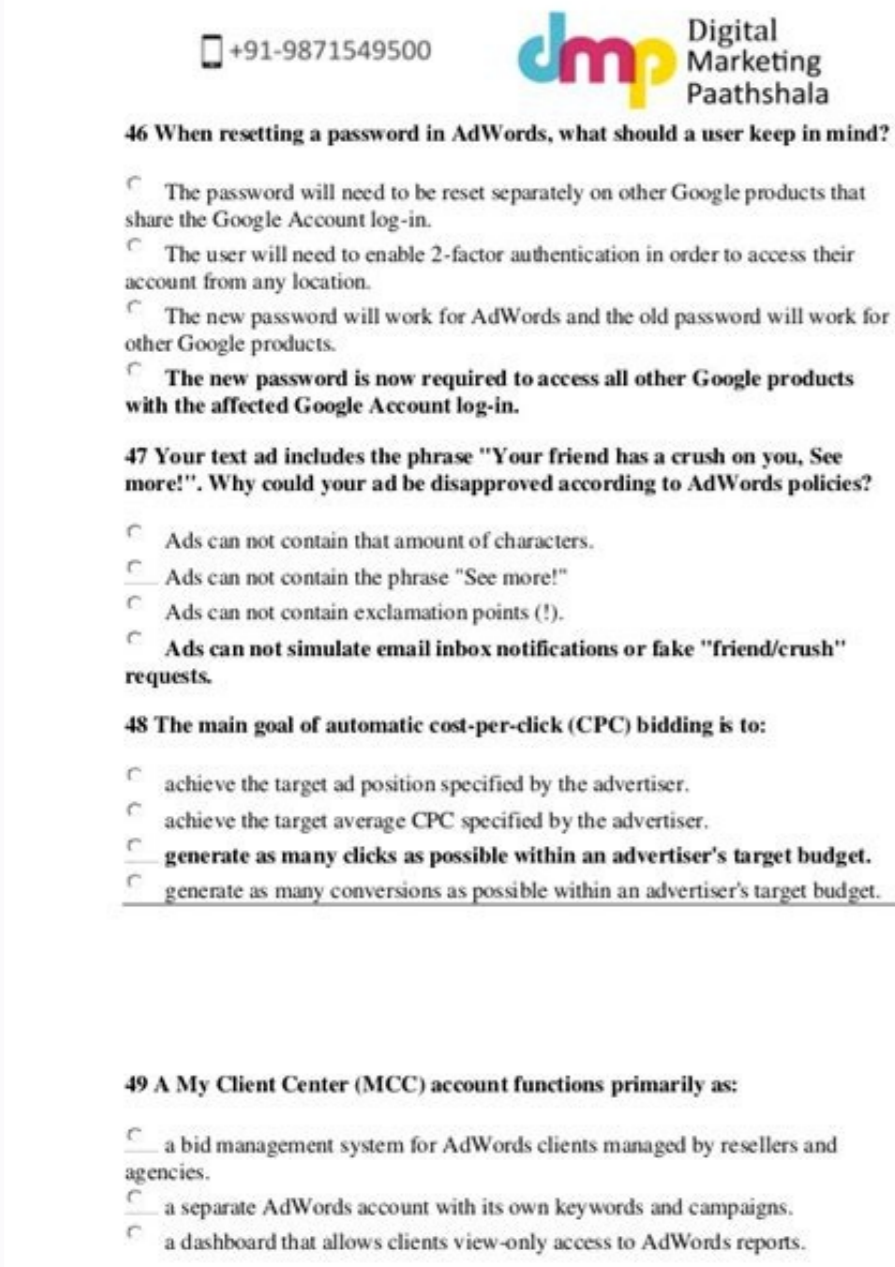


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Fundamentals of digital marketing final exam answers



Fundamentals of digital marketing final exam answers september 20. Fundamentals of digital marketing final exam answers august 2021. Google fundamentals of digital marketing final exam answers. Fundamentals of digital marketing final exam answers pdf. Fundamentals of digital marketing final exam answers 2022.

How could the business connect with their own audience through the app? Call the customer when there is an offer in which they are admired where their customers are and monitor their commercial behaviors with their offerings when they insert a certain element of Appadd that you think they were 4YOU plainers note that when people see them Images of your products online, you have an increase in conversions or sales. Get the final exam to earn your certificate. Grasping an Onlinequestion 1Qual business is the biggest challenge for most companies when you go online? Planning a balanceDevilize a planner of a base website of a customer 2This tries to advertise a new online activity, what is one of the main advantages of visualization ads? They are seen by Everyonethey have a higher click-through ratethey can arrive in many dimethey sizes don't e torable to set up Upquestion 3Imagine a customer has downloaded an app created by their local hardware store. In this article, I'm going to give you answers to Google Digital Marketing course than to complete your reward you with a Google certification with your name on it. Ready to graduate? If you like this article or if you have helped you in any way, make sure you give it a beat and follow me on my hands of my social media.References: learndigital.withgoogle.comlearndigital.withgoogle.com Which TouchPoint customer could you use to exploit this intuition? Shopping BagsBlog Contientyoutubesocial Mediaquestion 5 Which are the first steps you should consider when you build a business strategy online? Understanding the target audiencechange your mission statement to match goalscreate targets and identify a usdefine and segment your easy audiencemake for people a A business on the webquestion 6Qual is the first step in the search engine optimization process for your website? Optimization OFF-SITEKEYWORD Fresh Fresh ResearchWriting A budget to 7 which uses a search engine, what is the name of a word or phrase to some of the types to find something online? PhrasesEsearch Terms Search QuerySearch WordQuestion 8When try to optimize the performance of a website to improve your search engine positioning, using A e a, ~ e torable to set up Upquestion 9When optimization of a website for search, what impact has the meta and title tags have the search engine? They are hidden messages that have no EngineShey research bearing are the on-page content that appears on your home page, telling the search engines what you have automatically generated and helping the websites in search EngineShey are embedded messages that help the engine Research determine which pagequestion factors 10A many factors can affect the way a website classifies on engines research. What would be the first step in using a directory? Competitive search at ListingCreate to Adpost A linkquestion 16When trying to promote your products and services locally, what are the advantages of using search engine ads? Everyone uses EngineSyu research can direct ads to a specific geographical area of ADS ADS ADS TARGET ADS ADS ADS GENDERSSEARCH ADS are cheaper than displaying AdvertSquestion 17USINE social media for commercial purposes can be very different to perform personal profiles. What elements should you try to optimize to improve improved SEO performance? Site speed and usable keywords and metadataimage size e Speed navigation and the 20th visual speed that tries to advertise your activity to mobile users, the advertising of social media can be truly effective because the target people who have blockers of the ads that are allowed can be seen by people who are not Stayed in their Action account allows you to do it The people based on them I like and their interests have not cost too much to spread your announcement Farquestion 21Home you would like to classify the content distribution channel that uses influencer and awareness marketing to increase the scope of a brand? To reach more customers with Advertising Question 22This for E-mail Marketing, what do we mean for the term A / B test? A / B test means that you can divide your AlphabeticalBeta / B tests Email / b means that it is controlled and convinced spelling, before hitting the sendquestion 23 which follows from the following is an advantage of visualization advertising on research advertising? Research advertising is more economical than advertising research for research Spacoads advertising can appear in the upper part of search engine results The pagesPlay advertisement advertisements are more likely to click OnQuestion 24When planning your ADV Ertising display, what it means the word A e a, ~ e torable to set up Upquestion 25RataRgeting allows you to do " Users of users, based on specific actions that take on your sititarget characters, based on their dishes and interest higher within search results results before they come to your website 26 which you can do to help yours Video to view in search results? Realize the content Detailed descriptions of your content brand of your videoclitis calls in Inside the Videoquestion 27How you can attract social media users to share your online video content? Taggers in Postside hashtagsmake funny utilettrack and fit the web traffic 28quals using analytics programs on your website, which of them does not do it In the category of a metric? Browser users use to access SiteUnique visitors to your Sitetime users spend for your sentumber of pages displayed for visitquestion 29 when using analysis programs on your website, which ones do not fall into the category of a dimension? Users of devices access the site with the time that a user spends the SiteTe browser that a user uses to visit the geographical position SiteTe of the uSerquestion 30 that the website analysis allows you to do? Set advertising accounts to guide the continuous improvement of users and improve behavior and improve the effectiveness of your digital marketing efforts interact with customers on your website to increase conversion predict the next move of your base based on the previous previous year 31 How Manage data in analysis to obtain more details about the behavior of our audience? PartitionsMpiesMectExtractQuestion 32 How is a Shead Shead Shead Sheadline? An interactive computer application for organization, analysis and storage of static date collection of related data tables that can be questioned to identify the specific fieldsa tool to store large quantities of numerical data, but not the budget Digital data-based data to keep track of financial transactions 33 To anyone should avoid focusing on collecting all data as much as possible? The great quantities of data will take a long time to process that the quantities of data are more difficult to store the right information, at the right time, are more than value that value sheets have a limit to the amount of information that can store products or services Online 34. Your product store online, to make it the most effective Should you try to optimize performance using images in what kind of way? Use direct images from the Internet to ensure the size images of the accurate file directed by the original manufacturer's images are high level detailed descriptions of quality instead of images to help searching for search 35 When trying to introduce e-commerce functions to your website, which of the following would be the best first step? Build an online store with an integrated payment system on a web-based transfer software such as PayPalinvest in a new website platform as eBay or EtsyQuestion 36Analytics can help optimize your website for which the following devices, navigation and search for different devices and e-mail models of social media devices and social media profiles for navigation, research and videoent campaign 37 ... the layout of product pages, it is important to put them in _____ order? Pre-wheelquarchica in a constant way EndicalFabelicalTactary a Globalquestion business 38When you are trying to expand your activity internationally on social media, what should you do first? Treating all the social mediation channels of popular sentences and memes for popular areanalyse platforms in that areas of ADVERTIS and in the same way, as other countries do not like social advertisingquestion 39 fill the empty spaces: when advertising internationally, You should make your business _____ to the new market, consider _____ and any possible _____ implications. Accessible | Procurement chain | Legalaffordable | Procurement chain | LanguageExciting | Customers need | Playsaffordable | Customer needs | Legquestion 40 refill in the blank when considering the expansion of a company internationally, the best place to start is that of _____? Use the online tools to help you understand where there is a strong question for your products the entire activity to the comparative one of your current business as countries as possible new domains for the You would have cleaned up your exam, graduate the course and I would have the Certification of Google. What role does the metadata in this process have? Help your website stand out from competitors competitors A lot of keywords so you seem for all search engines of them with more coherent and clear information about which websitealwes are offering sales promotion offers within the results of ResearchQuestion 11When advertising using marketing Search engines (SEM), pay only a, ~ | When your ad appears within the search results when a conversion takes place on your WebsiteWhen, your ad is clicked by some slightening that someone remains on your website for more than 2 minutes of 12 minutes in white: when you manage campaigns SEM, the best way to optimize your quality score is to improve _____ of your keywords, ads and landing pages.RelevanceConversionClicksImportanceQuestion 13When performing a search engine marketing campaign, which goes expect to get with monitoring of conversion to your site? To see the personal data on the person who bought from youout what works and what is not able to increase your budget to get more traffic advertise internationally more and asilyquestion 14 What is the most important thing to consider When do you optimize a search engine marketing campaign? By increasing the offer for the keywords you are targeting to grow the relevance of keywords, announcements and landing that pay a lot of keywords to the countryside to get more road Copyach other people locally, on social media or directories of MobileQuestion 15local are a great tool to be noted locally online. If you are trying to attract people to your social network, which tone of voice should you consider? Stern and seriously and honest and inviting and inviting 18.Building a plan will help you concentrate your efforts when social media. What should you consider when you make your social media social plan? Your audience of Datayour Audience "Stedesyysyour audience" Available your audience your audience offline the behavior of the public 19 with more and more users who use mobile a On websites, it is essential to optimize your site so that users can find it when searching online. It's a fairly simple course, if you don't do it and you're here only for a Google certificate, no problem, I was like you too, but if you're here to check your answers, You are welcome here. The course link is reported in the References section. This course consists of 26 modules and is evaluated for beginners. The questions in this blog are like May 29, 2020. The answers were highlighted in the options provided. We do not flow the answers: the certification examination has been accumulated every tutorial in the unlocked digital. Unlocked.

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