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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**