



# DMI

## PDDM Exam

### Professional Diploma in Digital Marketing

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# Version: 8.0

Topic 1, Search Marketing (SEO)

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## Question: 1

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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

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**Answer: A**

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Explanation:

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## Question: 2

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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

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**Answer: A**

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Explanation:

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**Question: 3**

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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

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**Answer: A**

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Explanation:

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**Question: 4**

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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

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**Answer: A**

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Explanation:

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**Question: 5**

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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

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**Answer: A**

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Explanation:

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