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QUESTION 1

Consider the webpage link: http://www.vidalsassoon.com

What kind of link format is this known as? Choose one of the following:

A. URL link

B. Topic link

C. Uninformative link

D. Keyword link

Correct Answer: A

QUESTION 2

Digital Marketing campaigns are often based on a process sequence from Launch to Review to Adjustment and finally to Re-Launch. What is this process known as?

A. Iteration

B. Perfection

C. Reflection

D. Refinement

Correct Answer: A

QUESTION 3

You are about to perform some research about what your target audience searches for on the Internet. Which tool would you use? Choose one of the following: Exhibit:

A. Google AdWords Keyword Planner

B. Google Alerts

C. Google Analytics

D. Google Ad Planner

Correct Answer: A

QUESTION 4

HOTSPOT

Where will you click in the Google Analytics screen shown below in order to access a feature that will let you know if traffic drops below a certain level?

Hot Area:

	Shortcuts		Automatic Alerts	Custom Alerts	

|	Metric	Segment
1.	Sessions	Keyword: lead story
2.	Avg. Session Duration	Country/Territory: United States
3.	Sessions	Country/Territory: South Africa
4.	% New Sessions	All Traffic
5.	Pages Per Session (Goal 9 Conversion Rate)	Country/Territory: United States
6.	Sessions	Exit Page: digitalmarketinginstitute.com/ie/scholarship
7.	Contact the Team (Goal 2 Conversion Rate)	Medium: referral

Intelligence Events
Overview
Daily Events
Weekly Events
Monthly Events
Real-Time
Overview
Locations
Traffic Sources
Content

Correct Answer:

Intelligence Events
Overview
Daily Events
Weekly Events
Monthly Events
Real-Time
Overview
Locations
Traffic Sources
Content

|	Metric	Segment
1.	Sessions	Keyword: lead story
2.	Avg. Session Duration	Country/Territory: United States
3.	Sessions	Country/Territory: South Africa
4.	% New Sessions	All Traffic
5.	Pages Per Session (Goal 9 Conversion Rate)	Country/Territory: United States
6.	Sessions	Exit Page: digitalmarketinginstitute.com/ie/scholarship
7.	Contact the Team (Goal 2 Conversion Rate)	Medium: referral

QUESTION 5

HOTSPOT

You wish to exclude a series of IP addresses from reporting for the Digital Marketing Institute. Where would you first click in the screen shown within Google Analytics to begin doing this?

Hot Area:
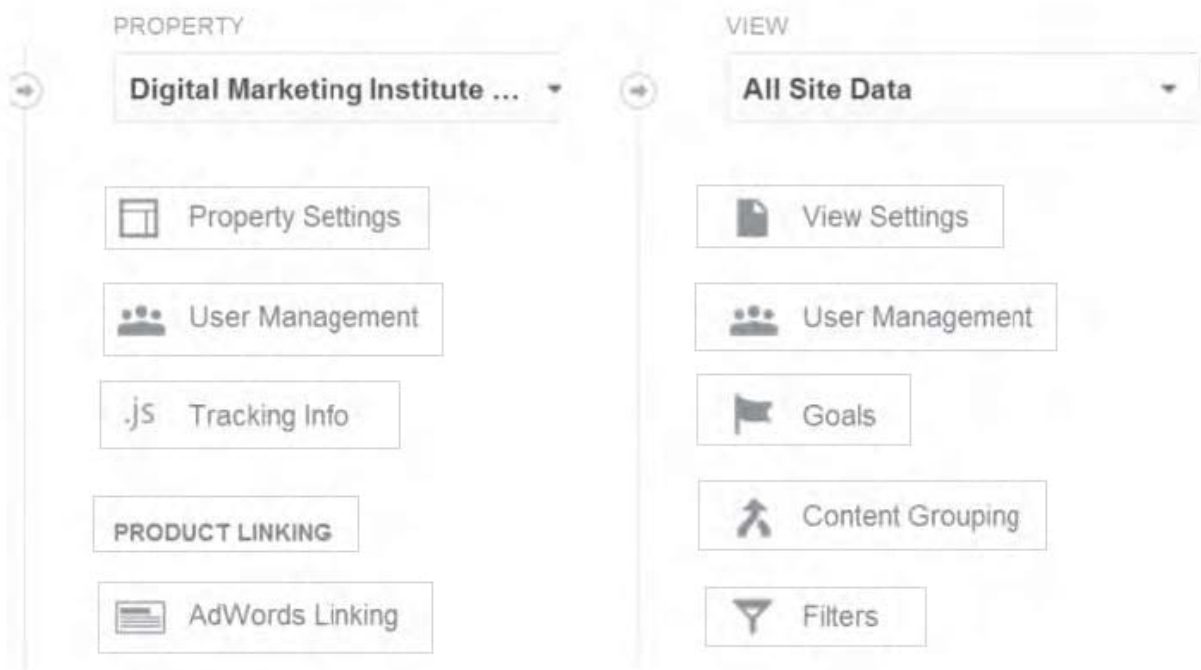
Correct Answer:
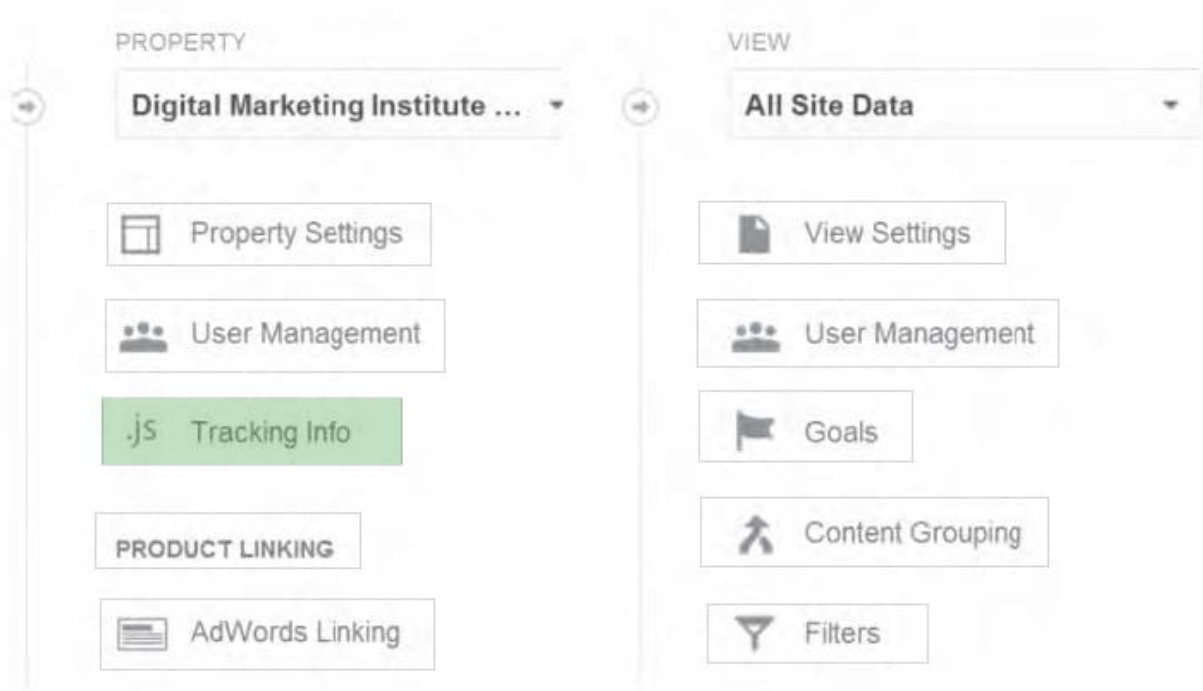
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