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Self-Made Assignment - Digital Marketing

Keywords Research Process

Complete these MCQ

1. What is keyword research?
 - a) Designing a website
 - b) Finding words people search online
 - c) Writing computer code
 - d) Creating logos
2. Which tool is provided by Google for keyword research?
 - a) Google Docs
 - b) Google Analytics
 - c) Google Keyword Planner
 - d) Google Drive
3. Seed keywords are:
 - a) Very long keywords
 - b) Keywords with no meaning
 - c) Basic keywords related to business
 - d) Keywords only for ads
4. Which keyword shows buying intention?
 - a) how to bake cake
 - b) cake history
 - c) order cake online
 - d) cake images
5. What does "search volume" mean?
 - a) Number of websites
 - b) Cost of keyword
 - c) Number of searches per month
 - d) Website speed
6. Which of the following is a long-tail keyword?
 - a) Cake
 - b) Bakery
 - c) Birthday cake
 - d) birthday cake delivery near me
7. Which step comes FIRST in keyword research?
 - a) Checking competition
 - b) Using keywords in content
 - c) Understanding business goals
 - d) Grouping keywords
8. "Best bakery near me" shows which search intent?
 - a) Informational
 - b) Navigational
 - c) Commercial
 - d) Educational

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9. Which tool shows keyword ideas and trends over time?

- a) Google Trends
- b) MS Excel
- c) Photoshop
- d) Canvas

10. Keywords with low competition are preferred because:

- a) They are costly
- b) They rank faster and easier
- c) They have no searches
- d) They are only for ads

11. Which metric tells how hard it is to rank for a keyword?

- a) Search intent
- b) SEO difficulty
- c) Bounce rate
- d) Page speed

12. Which keyword type is BEST for blog articles?

- a) Transactional
- b) Navigational
- c) Informational
- d) Branded

13. What is the main purpose of grouping similar keywords?

- a) Increase website size
- b) Create topic-based pages or ad groups
- c) Reduce search volume
- d) Avoid SEO

14. "SweetTreats Bakery website" is an example of:

- a) Informational intent
- b) Transactional intent
- c) Navigational intent
- d) Commercial intent

15. Why should keyword research be updated regularly?

- a) Keywords never change
- b) Search trends and user behavior change
- c) Google Ads forces it
- d) Websites expire



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