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Self-Made Assignment - Digital Marketing

Keywords Research Process

Complete These MCQ

1. What is keyword research?
 - a) Designing a website layout
 - b) Finding words people search online
 - c) Creating online ads
 - d) Writing blog articles
2. Keyword research mainly helps in:
 - a) Increasing website loading speed
 - b) Improving search engine ranking
 - c) Designing logos
 - d) Email marketing
3. Which tool is used to find keyword ideas from Google?
 - a) Google Maps
 - b) Google Keyword Planner
 - c) Google Drive
 - d) Google Photos
4. Seed keywords are:
 - a) Very long keywords
 - b) Basic and broad keywords
 - c) Only paid keywords
 - d) Website links
5. Which one is a seed keyword for an online bakery?
 - a) birthday cake delivery near me
 - b) order chocolate cake online
 - c) Cakes
 - d) Best cake shop in city
6. Which tool is used online and does not need installation?
 - a) Notepad
 - b) Ubersuggest
 - c) MS Excel
 - d) Photoshop
7. What does search volume show?
 - a) Website traffic speed
 - b) Monthly keyword searches
 - c) Number of ads
 - d) Website size
8. Competition in keyword research means:
 - a) Number of websites
 - b) Number of advertisers using the keyword
 - c) Internet users
 - d) Website visitors

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9. "How to bake a cake" shows which search intent?

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

10. Which keyword shows transactional intent?

- a) Cake history
- b) What is bakery?
- c) Order cake online
- d) Types of cakes

11. Why is understanding search intent important?

- a) To increase website colors
- b) To match content with user needs
- c) To reduce keyword list
- d) To block ads

12. Grouping similar keywords helps in:

- a) Deleting keywords
- b) Creating topic-based pages
- c) Increasing competition
- d) Reducing traffic

13. Which is an example of a long-tail keyword?

- a) Cake
- b) Bakery
- c) Wedding cake price list
- d) Food

14. Google Keyword Planner is mainly used to check:

- a) Website design
- b) Search volume and competition
- c) Page speed
- d) Social media posts

15. Why should keywords be tested and updated regularly?

- a) Because tools stop working
- b) Because search trends change
- c) Because ads get deleted
- d) Because websites expire

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