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QUESTION 1

You are just finalizing your new website and you have heard that there are special tags that help indicate explanatory text for certain visual aspects of page content. Which tags help with this? Choose one of the following:

- A. Alt Tags
- B. Meta Tags
- C. Title Tags
- D. DescriptionTags

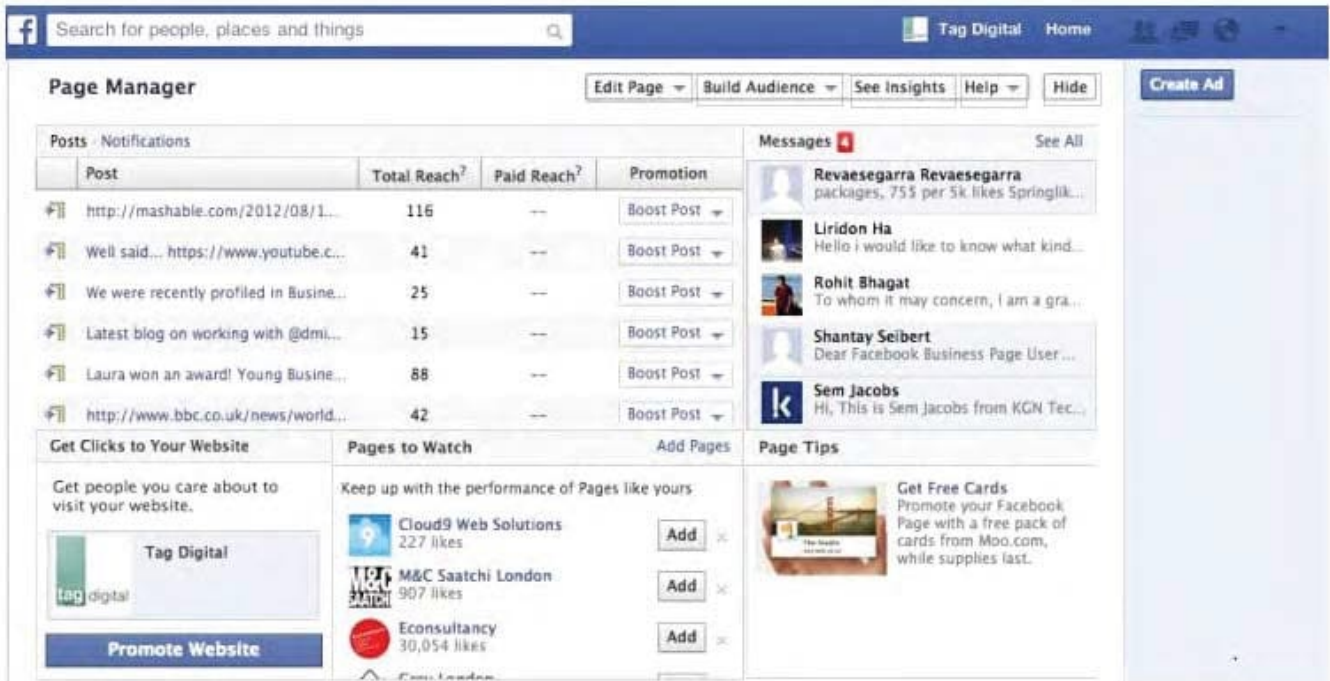
Correct Answer: A

QUESTION 2

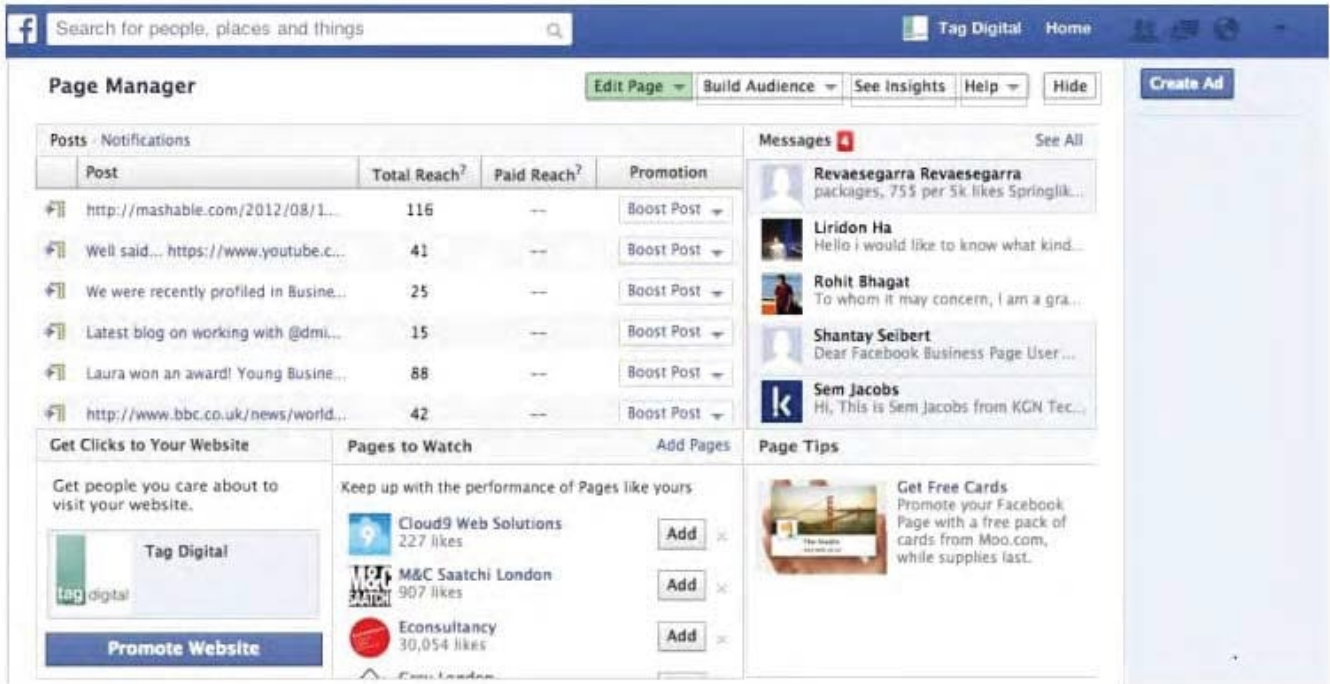
HOTSPOT

You want to adjust the admin roles for the Digital Marketing Institute Facebook page. Click in the screen shown to begin doing this:

Hot Area:



Correct Answer:



QUESTION 3

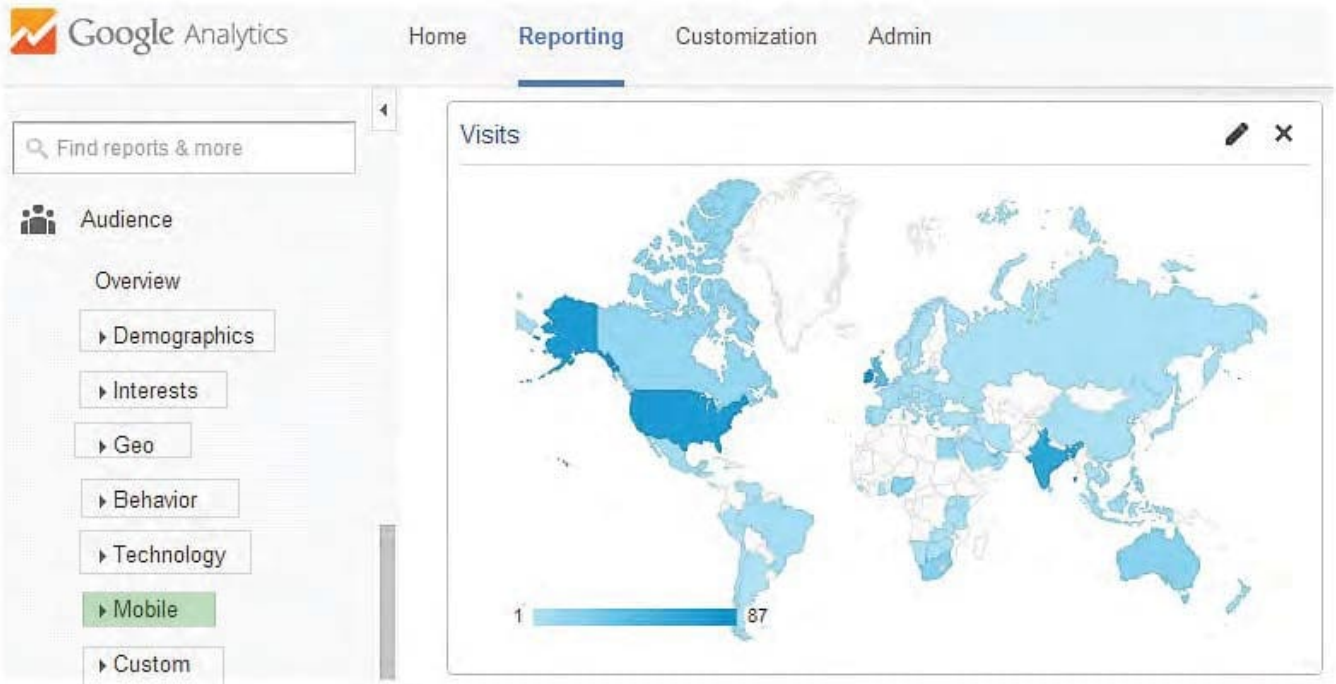
HOTSPOT

Where would you first click in the Google Analytics screen shown in order to see which devices are being used to access your website?

Hot Area:



Correct Answer:



QUESTION 4

Which one of the following is NOT considered to be a strength of display advertising?

- A. Ability to engage face-to-face with the customer

- B. Ability to achieve sales and conversions
- C. Ability to sustain a conversation with the customer
- D. Ability to generate a large volume of clicks

Correct Answer: A

QUESTION 5

What is illustrated by the graph shown?



Choose one of the following:

- A. Long tail keywords
- B. High ranking keywords
- C. High volume keywords
- D. Search volumes over time

Correct Answer: A