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QUESTION 1

Your boss has asked you to evaluate the keywords currently in use for SEO, and compare them with the keywords used on the websites of your competitors. Which two dimensions will you concentrate on? Choose one of the following:
Exhibit:



- A. Traffic Volume and Ranking
- B. Position and Cost
- C. Inbound Links and Cost
- D. Position and Click-Through-Rate (CTR)

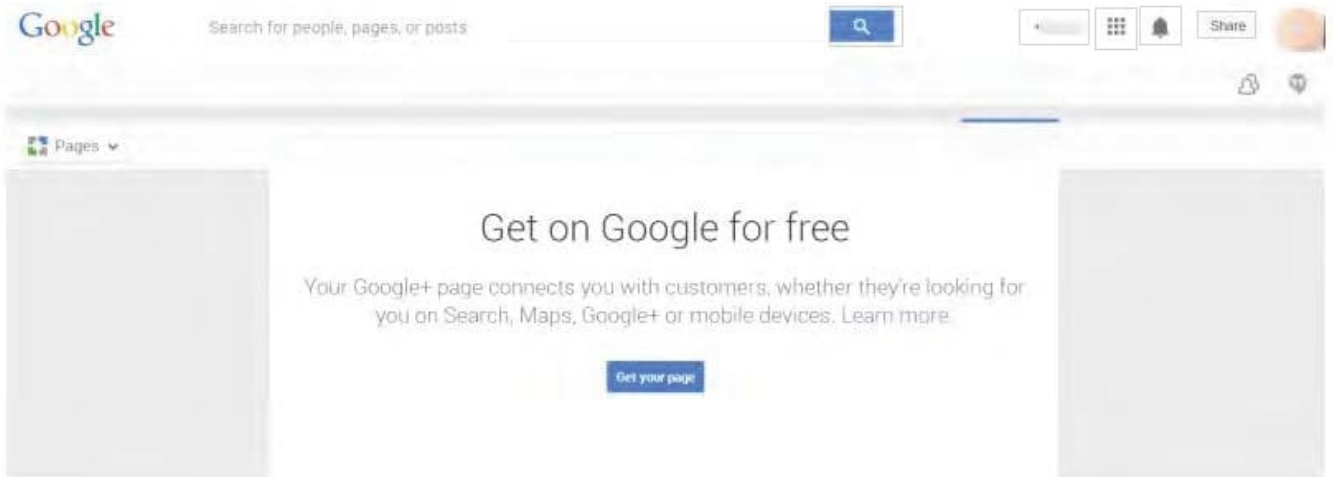
Correct Answer: A

QUESTION 2

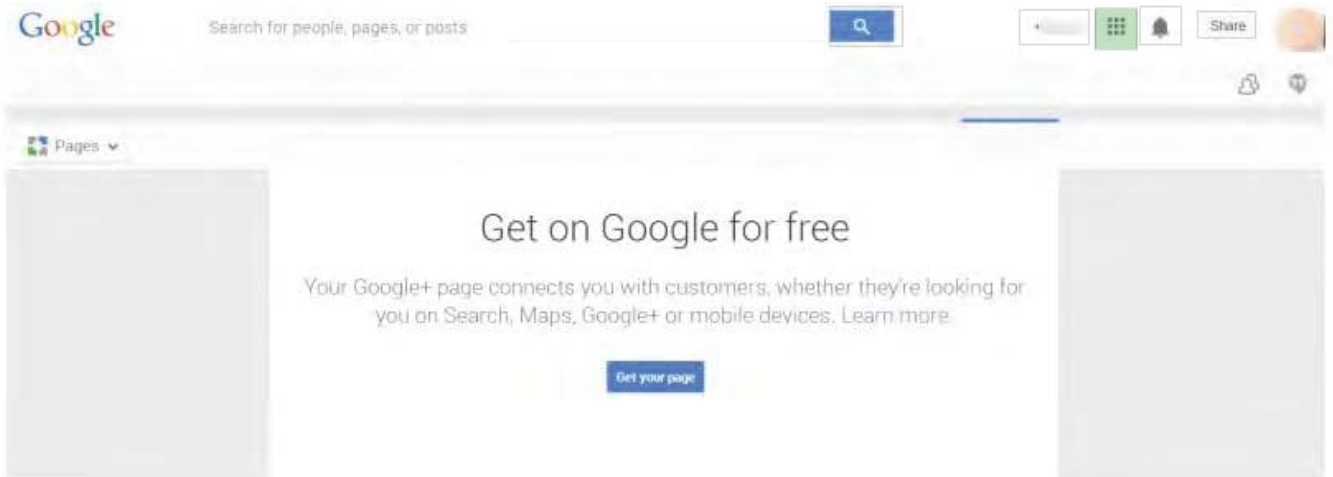
HOTSPOT

Where would you click in the screen shown in order to create a Google+ brand page?

Hot Area:



Correct Answer:



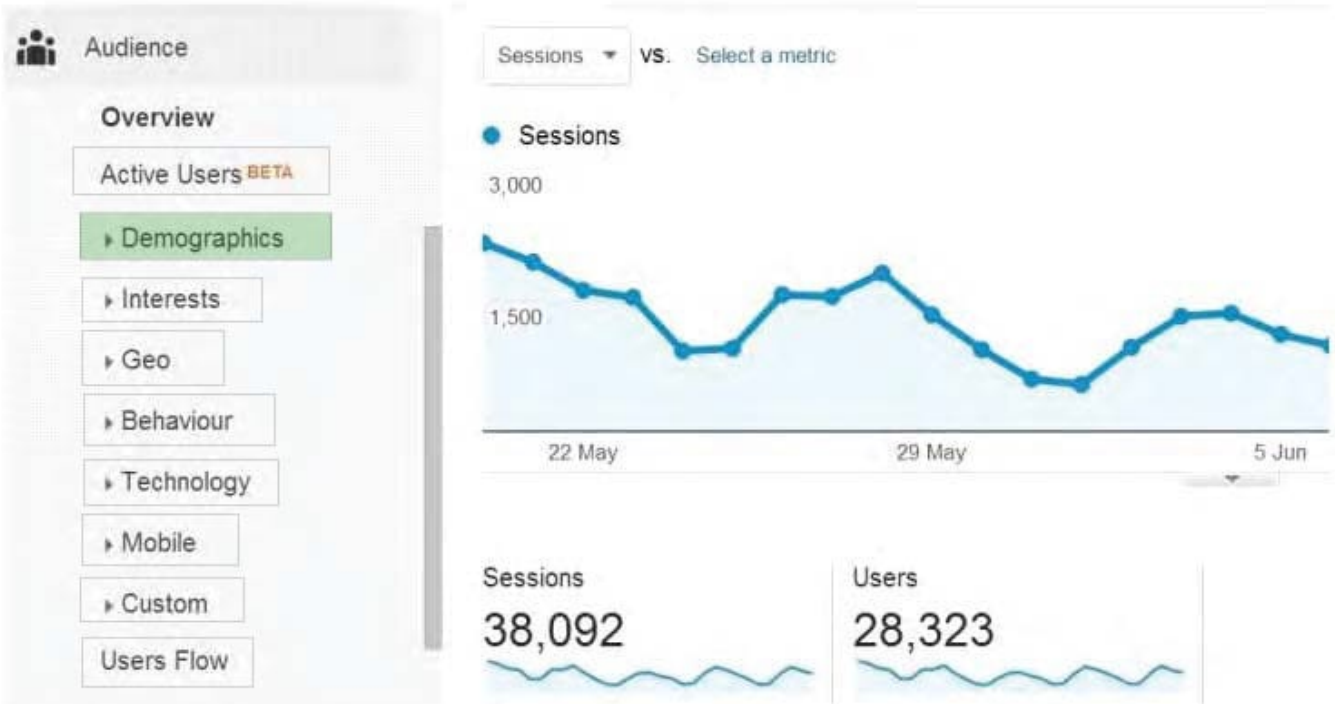
QUESTION 3

HOTSPOT Your Manager has asked you to prepare a localization plan for the business. To begin, you wish to understand which are the most common languages for visitors to your website. Where would you first click in the Google Analytics screen shown in order to find this information?

Hot Area:



Correct Answer:



QUESTION 4

What is the set of standards for Smartphones that use radio communication with each other by touching or bringing the



devices close together? Choose one of the following:

- A. Near field communication (NFC)
- B. Local area communication
- C. Wide Area Network (WAN)
- D. SMS communication

Correct Answer: A

QUESTION 5

HOTSPOT

Click in the Google Analytics screen shown in order to access information about what users are currently doing on your website.

Hot Area:



Correct Answer:



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