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Test Series

Self-Made Assignment - Digital Marketing

Keywords And Its Types

Complete these MCQ

Q1. What are keywords in SEO?

- a) Images used on websites
- b) Words or phrases people search in search engines
- c) Website designs
- d) Social media posts

Q2. Which search engine is commonly used to find information using keywords?

- a) WhatsApp
- b) Google
- c) MS Word
- d) Excel

Q3. Which of the following is a short-tail keyword?

- a) Best chocolate cake in Mumbai
- b) Birthday cake online delivery
- c) Cakes
- d) Custom wedding cake design

Q4. Keywords that include a brand name are called:

- a) Local keywords
- b) Seasonal keywords
- c) Branded keywords
- d) Long-tail keywords

Q5. "Christmas gifts" is an example of which keyword type?

- a) Local
- b) Branded
- c) Seasonal
- d) Navigational

Q6. Which of the following is a long-tail keyword?

- a) Cakes
- b) Shoes
- c) Birthday cakes
- d) Best chocolate birthday cakes in Mumbai

Q7. Keywords used when users want information are called:

- a) Transactional keywords
- b) Informational keywords
- c) Navigational keywords
- d) Local keywords

Q8. "Facebook login" is an example of:

- a) Informational keyword
- b) Navigational keyword
- c) Transactional keyword
- d) Seasonal keyword

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Q9. Which keyword type shows buying intention?

- a) Informational
- b) Navigational
- c) Transactional
- d) Non-branded

Q10. "Bakery in Mumbai" is an example of:

- a) Branded keyword
- b) Local keyword
- c) Seasonal keyword
- d) Short-tail keyword

Q11. Which keyword type has low competition and high specificity?

- a) Short-tail keywords
- b) Medium-tail keywords
- c) Long-tail keywords
- d) Branded keywords

Q12. "iPhone vs Samsung" is an example of:

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

Q13. In the Sweet Treats Bakery campaign, what is the main purpose of seed keywords?

- a) To target festivals
- b) To describe broad business offerings
- c) To reduce competition
- d) To target only brands

Q14. Which tool can help in finding keyword variations?

- a) MS PowerPoint
- b) Google Keyword Planner
- c) Paint
- d) Calculator

Q15. "Custom birthday cake Mumbai" fits into which two categories?

- a) Short-tail + Informational
- b) Long-tail + Local
- c) Branded + Seasonal
- d) Navigational + Transactional

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