



Neuromama, Ltd. Search Engine Advertising Exam

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Basic Internet Knowledge:

1) Which of the following best describes the Internet?

- a) A network of interlinked computers
- b) A communications network
- c) An information network
- d) All of the above

2) Circle the choice that best describes a web browser.

- a. people use this for searching the web for information
- b. This is used in combination with a search engine to surf the web
- c. This is the operation system that my computer runs on.

3) Circle the choices below that are Internet browsers.

Chrome	Yahoo
Safari	MSN
Google	Firefox
Internet Explorer	NeuroMama.com
Bing	AOL

Which of the following is NOT a mistake?

- a. Automatically playing music
- b. Contact Info at the bottom of the page
- c. Slow Loading
- d. Large flashing text/images
- e. Splash/Enter Website pages

5) Circle the choices below that are a search engine.

Chrome	Yahoo
Safari	MSN
Google	Firefox
Internet Explorer	NeuroMama.com
Bing	AOL

6) Please list 3 examples of email clients that you have used or know about.

7) What are the three words that "www" stands for?

8. What does URL stand for?

- a) Unique Records List
- b) Uniform Resource Locator
- c) Undefined Restricted Learner
- d) Universal Robot Location

9) What is a good indication that a web page is secured with an encrypted connection and a ssl certificate.

- a. http:
- b. https:
- c. httpscl:

10) Circle the social networks that you see below.

Yellowpages	Google+
Manta.com	Facebook
LinkedIn	Twitter
Yellowbook	Youtube
CitySearch	FourSquare
Mapquest	Yelp

11) Circle the web directories that you see below.

Yellowpages	Google+
Manta.com	Facebook
LinkedIn	Twitter
Yellowbook	Youtube
CitySearch	FourSquare
Mapquest	Yelp

12) Circle the Internet retail websites listed below.

Zappos.com	Amazon
Twitter	Ebay
Yelp	Sears.com
Manta	Neurozone.neuromama.com

13) Circle the Comparative Search Engines that you recognize listed below.

pricegrabber.com
nextag.com
Pronto.com
Shopzilla.com
Sears.com

Thefind.com
Amazon.com
Ebay.com
Bing.com
Google.com

14) What is a domain name?

- a. A hard drive where your website files reside
- b. The title of your website
- c. The name of an area in a domain/country
- d. Something weird people say
- e. What people type to get to your website (ie. google.com)

15) Explain in your own words what website hosting is.

16) Where do files live on the Internet?

- a) On your computer
- b) On one massive computer - the www
- c) On individual computers, often known as server
- d) On a network of router

17) Roughly how many people use the Internet?

- a) 10 million
- b) 10 million
- c) 1 billion
- d) 6 billion

Basic knowledge of search engine marketing and SEO

19) What is the definition of spam?

- a. send the same message indiscriminately to (large numbers of recipients) on the Internet.
- b. a canned meat product made mainly from ham
- c. a way of communicating with other websites

18) Do search engines considers SEO spam?

- True
- False

The science of optimizing your website is called:

- a. Website optimization
- b. Site ranking optimization
- c. On page optimization
- d. Webmaster rank redirect

19) What does abbreviation "SEM" stand for?

- a. Search Every Month
- b. Search Engine Marketing
- c. Search Early Morning

20) What does the abbreviation "SEO" stand for?

- a. Super Evolving Opportunity
- b. Search Engine Optimization
- c. Social Event Option

21) briefly explain why SEO is important?

22) What is website conversion?

- a. this is when a website receives a visitor who stays for a while and then leaves
- b. the act of converting site visitors into paying customers

23) Keyword selection is:

- a. one of the most important steps in search engine optimization
- b. kind of important, but can be pushed aside until later
- c. not worth the time and effort

24) Writing good content is:

- a. not as important as creating doorway pages
- b. the single most important thing in search engine optimization
- c. the key to poor search engine rankings

25) Site infrastructure:

- a. vital in order to appeal to both search engine spiders and human users
- b. includes lots and lots of graphics.
- c. must be as confusing as possible, with no clear navigation

26) Source code (meta tags, title tags, etc.):

- a. Huh? what's that? Oh, well, not important. (sticking head back in sand)
- b. very important and should be optimized just like the rest of your site
- c. are scary! Don't make me learn technical stuff!
- d. Search engine spiders don't look at these.

27) Grammar, spelling, and the general "look" of your site:

- a. don't matter, because who really cares?
- b. Are extremely important and can make or break your site.
- c. Not as important as keyword stuffing and doorway pages. That's the key to SEO.
- d. I don't care what anyone else thinks of my site. It's perfect.

28) Targeting your audience:

- a. is useless and a waste of time.
- b. is important and takes care of a lot of extra work.
- c. why should I? My audience will find me.
- d. easily taken care of by purchasing a spammer's database of email addresses.

29) As far as search ranking results go, SEO is:

- a. vital. It's what search ranking is all about.
- b. pretty unimportant. I mean, my site is so cool that I don't really need to do any work.
- c. I don't want to be pushy with my site...I'll just let what happens, happen.
- d. a waste of time. And it's so complicated!

30) What do search engines value the most when ranking your web site?

- a. What other web sites links to yours
- b. User-friendly pages with correct meta tags
- c. Good navigation and attractive graphics
- d. What other web sites your site links to

Knowledge of the NeuroMama.com Internet Platform

31) List all of the websites that you know that make up the NeuroMama.com Internet Platform

32) What makes NeuroMama.com different from other search engines?

33) What is name of the Neuromama.com Social Network?

- a. Neurozone.neuromama.com
- b. NeuroMania.com
- c. FSR.NeuroMama.com
- d. Apps.NeuroMama.com

34) What is the name of the NeuroMama.com membership rewards program?

35) What are the rewards associated with the NeuroMama.com rewards program?

- a. discounted vacations
- b. cash
- c. discounted Neurodevices
- d. free car

36) Which of the choices below is the NeuroMama.com eCommerce website?

- a. NeuroMania.com
- b. FSR.NeuroMama.com
- c. Local.NeuroMama.com
- d. NeuroZone.NeuroMama.com

37) In your own words please explain the value that Local.NeuroMama.com offers local businesses

38) What is the URL for the Mobile Responsive version of NeuroMama.com?

39) Name 2 NeuroMama.com applications that are available in the app marketplace.

Knowledge of NeuroMama.com GEO, SEM, E-Commerce programs

Web Development

40) Are the websites that NeuroMama.com offers Mobile Responsive?

- a. Yes
- b. No

41) What is the definition of Mobile Responsive Web Design?

- a. a web design approach aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from mobile phones to desktop computer monitors)
- b. This is advertising using text messages that are sent to a mobile device.
- c. This is a landing page that greets visitors using mobile devices with a special message.

42) What are 4 of the website applications that we use for building websites

- a. X-Cart
- b. osCommerce
- c. Miva Merchant
- d. Magento
- e. Drupal
- f. Wordpress

44) What is the price of our promotional website development package?

- a. \$250
- b. \$500
- c. \$800
- d. \$1000.00

45) What does the Website promotion package include?

46) Which SEM Programs include a website?

- a. GeoMarketing
- b. Small Business SEM
- c. SEM Program
- d. Ultimate SEM

47) Do we provide training to business owners who purchase a website?

- a. Yes
- b. No

48) Do we help businesses register their domain?

- a. Yes
- b. No

49) Can customers add pages to their website on their own?

- a. Yes
- b. No
- c. Only if they pay more

eCommerce Website Development

50) What makes a website eCommerce?

- a. the website features a shopping cart that allows customers to make a purchase and checkout on the website or the website is associated with the retail of products or services
- b. The website has a ssl certificate
- c. The website is a social network

51) What is PCI-DSS?

52) What is an SSL Certificate?

- a. SSL Certificates are small data files that digitally bind a cryptographic key to an organization's details. When installed on a web server, it activates the padlock and the https protocol (over port 443) and allows secure connections from a web server to a browser.
- b. SSL certificates are symbolic of a websites affiliation with the SSL organization of consumers who review websites and their products and services

53) What is a shopping cart application?

54) Select the correct prices for all 4 of the eCommerce programs we offer

- a. \$1000
- b. \$800
- c. \$2500
- d. \$5000
- e. \$50

55) which of the following facts is not correct about the Platinum eCommerce program?

- a. We will design and build our client a professional eCommerce website
- b. We will keyword optimize the website
- c. We guarantee that our client will begin selling products off their website right away
- e. We will work with our client on a comprehensive product data feed program
- f. We will work with our client on a comprehensive affiliate network program

56) What are 2 of the preferred applications for shopping cart development.

- a. X-Cart
- b. osCommerce
- c. Magento
- d. Miva Merchant

57) Do we offer eCommerce for Facebook?

- a. Yes
- b. No

58) Choose the answer that correctly describes a product data feed.

- a. feed of data available for sale on an Internet retail site
- b. a product data feed is a file made up of a list of products and attributes of those products organized so that each product can be displayed, advertised or compared in a unique way
- c. Product data feeds are actually fee's that accumulate when selling products on someone elses website.

59) In your own words explain what affiliate Marketing is.

60) What are the 3 components to an affiliate network program.

- a. advertiser
- b. search engine
- c. consumer
- d. publisher
- e. facebook, twitter, youtube, etc

61) Name 5 Comparative shopping channels that we connect to using product data feeds

62) Name 3 online shopping malls that we connect to using product data feeds.

63) What are the 3 different ways that a merchant can list their products on the Neurozone.

64) How many countries does the Neurozone offer shipping and credit card processing to?

- a. 5
- b. 350
- c. 50
- d. 150

65) What type of payments does the Neurozone accept?

- a. Paypal
- b. Credit Cards
- c. Google Wallet
- d. Moneygram

66) Is there any monthly cost associated with an eCommerce website?

- a. Yes
- b. No

67) Are there other services that will be required aside from what we offer for an eCommerce website

- a. Yes
- b. No

68) What functionality does a shopping cart serve on a website?

- a. A shopping cart provides the means of purchasing products and services and checking out by choosing shipping, taxes, payment method, etc.
- b. A shopping cart provides the look and feel of a store that helps give the website its appeal
- c. A shopping cart gives the website the ability to send emails to customers who sign up for the email list.

69) When does a website need an encrypted connection using a ssl certificate?

- a. never, a websites don't use encrypted connections
- b. any time a user needs to enter sensitive information such as credit card numbers
- c. any time the website owner chooses to encrypt the connection

GeoMarketing for Local Businesses

70) List the services included in the NeuroMama.com GeoMarketing program?

71) what percentage of the local community here in Mexico use a mobile device to surf the web?

- a. 30%
- b. 60%
- c. 80%

72) What are the 4 main types of information mobile customers are looking for?

- a. location
- b. list of services
- c. contact information
- d. prices
- e. products to purchase
- f. want to read lots of information
- g. operating hours

73) Do most business owners see the importance of a mobile responsive website?

- a. Yes
- b. No

74) What percentage of websites are not mobile responsive?

- a. 50%
- b. 20%
- c. 74%
- d. 85%

75) What is the beginning monthly cost for the GeoMarketing program?

- a. \$25
- b. \$49
- c.\$99

SEM Startups and Monthly Marketing

76) Circle the options that are included in the NeuroMama.com SEM Programs.

- a. keyword advertising
- b. PPC
- c. mobile responsive website development
- d. backlinks
- e. directory listings
- f. social network setup
- g. content development & distribution
- h. web analytics

77) list below the 4 SEM program options that NeuroMama.com offers.

78) What is the purpose of a startup SEM program?

- a. provides the foundation for ongoing marketing efforts
- b. provides everything that a business will ever need to succeed online
- c. guarantees that the client will begin making money right away

79) What is the first step in starting a SEM Program for a client?

- a. conduct a web presence analysis of business
- b. start building a website
- c. begin by creating and distributing content

80) Does all monthly sem programs include web analytics?

- a. Yes
- b. No

81) Does NeuroMama.com offer custom SEM programs?

- a. Yes
- b. No

82) What are the 2 primary objectives of a monthly SEM program

- a. to increase traffic to website
- b. make a really cool looking website
- c. to increase website conversion
- d. spam the search engines with content

83) Does each client receive equal treatment regardless of their budget?

- a. Yes
- b. No

Content Development & Distribution

84) Circle the types of content below that NeuroMama.com offers.

- a. blog entry
- b. Infographic
- c. video
- d. "How-to" content
- e. doodles
- f. sketches
- g. interview an expert

85) Circle 3 forms of content distribution that NeuroMama.com offers.

- a. Video distribution
- b. word of mouth
- c. recommendations
- d. Press Releases
- c. Social Media Channels

86) Is it important that unique content is used for content distribution?

- a. Yes
- b. No

87) Does NeuroMama.com offer payed & sponsored advertising?

- a. Yes
- b. No

88) What is the percentage of the cost that NeuroMama.com charges for managing Payed / Sponsored advertising?

- a. 10%
- b. 20%
- c. 50%

89) Circle the paid advertising networks that we offer/

- a. Promoted tweets
- b. Facebook sponsored posts
- c. Outbrain
- d. Taboola
- e. Adwords

90) Circle the definition of an InfoGraphic

- a. the presentation of information or data in a visual way.
- b. detailed and fairly long piece of content. It goes beyond the length of a normal blog post or article.
- c. provides links to great resources around the web relative to your industry

91) Circle the definition of a Product review

- a. explains what your product or service is and how your customers benefit.
- b. Tumblr, Pinterest, Youtube, Facebook, LinkedIn, and Instagram to name a few
- c. share your entire press release with other websites so it can be found all over the internet.

92) Which of the following is not considered a form of content

- a. blog post
- b. product review
- c. Email blast
- d. Interview
- e. Infographic

93) Which of the following is not considered a form of Content Distribution

- a. How-To content
- b. Press Release
- c. Social Media
- d. Video Distribution

Web Analytics

94) In your own words please describe the purpose of web analytics

95) Circle the correct definition of onsite web analytics.

- a. refers to web measurement and analysis regardless of whether you own or maintain a website.
- b. measure a visitor's behavior once on your website.

96) Circle the correct definition of off site web analytics

- a. refers to web measurement and analysis regardless of whether you own or maintain a website.
- b. measure a visitor's behavior once on your website.

97) Is web analytics included in monthly SEM?

- a. Yes
- b. No

98) What is the cost of Internet Analysis & Research?

- a. \$75
- b. \$199
- c. \$49

99) what is the cost of the setup of Web Analytics?

- a. \$199
- b. \$49
- c. \$75

100) What is the cost of Monthly Web Analytics report?

- a. \$75
- b. \$49
- c. \$199