

SEM Marketing Practice Test Questions and Answers

1. What does SEM stand for in digital marketing?

- A) Social Engine Marketing
- B) Search Engine Marketing
- C) System Email Marketing
- D) Strategic Event Marketing

2. Which metric is most important for measuring SEM campaign performance?

- A) Impressions only
- B) Return on Ad Spend (ROAS)
- C) Number of keywords used
- D) Campaign duration

3. What is Quality Score in Google Ads?

- A) A rating of ad relevance, expected click-through rate, and landing page experience
- B) The total amount spent on a campaign
- C) The number of conversions achieved
- D) The geographical reach of an ad

4. Which bidding strategy focuses on maximizing conversions within a set budget?

- A) Manual CPC
- B) Maximize Clicks
- C) Target CPA (Cost Per Acquisition)
- D) Enhanced CPC only

Answers: 1-B 2-B 3-A 4-C

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