**Introduction to digital marketing.**

1. When planning a online marketing , what do you think you need to think about first?
2. There's a lot that's different about online advertising compared to traditional advertising like newspapers, TV ads, or billboards. What are key benefits?
3. What are the differences between organic search and search advertising?
4. What is quality score in search advertising such as Ad Words?
5. Search engine advertising uses auction system. What are the three factors determine the ad appearance and the order of the ad appearance?
6. What are the differences between Google Search Network and Google Display Network?
7. What is Google Ad Extention?
8. What is “negative keywords” in Ad Words?
9. What is billing threshold in Ad Words?
10. What are the variations of 2nd price auction used by Google compared to traditional auctions?
11. Explain the Ad Rank used by Ad Words.
12. Explain these concepts: Click Through Rate, Average Cost-Per-Click
13. How can you use Google phone number to do the conversion tracking?  
      
    **Search engine marketing**
14. What are the types of the Google Ad Extensions.
15. What is the best way to boost viewership of Super Bowl Ad in terms of ad placement?
16. What is Trueview format of Youtube video ad? Why it is important?  
    **Search Advertising**
17. Why Google uses quality score in ad rank?
18. What does the quality score influence?
19. What does contribute to quality score?
20. How does the relevancy score is calculated? Use an example of JAVA as search query.
21. How does the landing page quality is decided?
22. Describe minimum CPC and maximum CPC.
23. Provide two examples of multi device campaign.
24. Based on Google Search lecture, what are the key features of conversions measures?  
      
    **Search 201 - Tools to Build Keywords and Ad Groups**
25. What is the proper creating an effective keyword list?
26. How would you use Google Trends in your search advertising?
27. What are negative keywords in Google advertising?
28. What is ad extension on Google Advertising?
29. Explain ROI in the context of search advertising.
30. Why specific keywords are better for search advertising ROI?  
      
      
    **Search 302 - Bidding Tools and AdWords Campaign Experiments**
31. What is ad Words campaign experiment?

**GYBO 101 - Get Found on Google Search and Maps Overview**

1. What does contribute to Google map search?
2. What is the method of Google map business verification?
3. What is the Google’s policy removing negative reviews on business on Google map?  
     
     
   **Display advertising**  
     
   **Introduction**
4. Explain four types of video advertising (i.e., CTP, pre-roll, post roll, and in-stream)
5. What is Rich Media Advertising?
6. Who is IAB and what kind of role does this organization play in online advertising?
7. Compare three advertising pricing models (CPM vs. CPC vs. CPA). What matters the most for each model?
8. What is the main use for CPM?  
     
   **Display 102 - Google's Display Offering**
9. What are targeting practices of Google in display advertising?
10. What is topics targeting?
11. How does the placement targeting work?
12. What is interest categories in Google targeting ad?
13. What does content vs. audience Google display network (GDN) approach?
14. What is Google Display Network Reserve (GDN reserve)?
15. How would you explain the differences between topic targeting vs. interest categories in Google Display network (GDN)?
16. Explain the differences between click through conversion and view through conversion.
17. Compare the differences between topics targeting and keyword contextual targeting.
18. What is remarketing?  
      
    **Mobile Eco System**
19. What are ten best practices for mobile sites (Display 5 of them here)?
20. Compare mobile ad quality score from desktop version quality score?
21. How does Google Analytics work? How can it work with Google Ad Words?  
      
      
    **Social Media  
      
    Analytics**
22. What do you need to do to track your website use with google analytics?
23. What can you find from google analytics?
24. How does the video explain the differences between dimensions and metrics?
25. How does the video explain Segments?
26. What are measurement units of visitor engagement?
27. What is the meaning of high bounce rate?
28. Explain entrance page and exit page.
29. You should be able to calculate bounce rate and exit rate of pages.
30. What are the difference between 1st party cookies vs. 3rd party cookies.
31. How long does the visitor identifier cookies last?
32. How long does the typical session identifier cookies last?
33. What is traffic source identifier cookies and how long do they last?
34. What is google website optimizer A/B experimenter? How does it work? What can you get using this service?
35. What is google multivariate experiments? How does it work? What can you get using this service?  
     **Video**
36. What is true view ad format? What are the pros and cons of true view format?
37. What are advertiser safety rules on youtube?
38. What tis home page + first watch?
39. What is youtube masterhead ad placement?
40. What is First watch? What are the pros of first watch?
41. What is call to action overlays? What are the pros of call to action overlays?
42. What are the differences of True view in stream vs. true view in display?
43. What is true view in slate?