Shaw Academy Diploma in Digital Marketing

Final Diploma Assignment

- 100 Multiple Choice Questions and Answers Online.
- Two hours to complete test.
- Pass: 50-64%
- Merit: 65% to 84%
- Distinction: 85% to 100%
- It will go live the same Wednesday as lesson 10 and remain live for 11 days.

Conversion Definition:

When a user completes an action online that you have defined as adding to your business.

E-Commerce Definition:

Commercial transactions conducted electronically on the Internet.

- This can be a product, service, or anything else purchased via the internet.

Blog Definition:

A blog is a discussion or informational site published on the World Wide Web and consisting of discrete entries ("posts") typically displayed in reverse chronological order (the most recent post appears first).

Type of blog:

- Personal Blogs
- Microbloging
- Group Blogs
- Corporate and Organisational Blogs
- Reverseblog

Examples of Business Blogs:

- [http://mailchimp.com/](http://mailchimp.com/)
- [http://eu.topshop.com/?geoip=home](http://eu.topshop.com/?geoip=home)
- [http://www.coolbeans.ie/](http://www.coolbeans.ie/)
Pay-Per-Click Definition:

Pay-per-click advertising (PPC) is the form of internet advertising where advertisers pay a website owner whenever their ad is clicked on.

Acronyms:

- CPC – cost-per-click: the amount you pay for a single click on your ad.
- CPM – cost-per-mille: the amount you pay for 1000 impressions of your ad.
- CPA – cost-per-acquisition: the amount you pay for visitors completing a specific action on your website.
- CPL – cost-per-lead: the amount you pay for a lead generated through an advertiser’s link.
- CTR – clickthrough-rate: the number of clicks on your ad divided by the number of impressions.
- ROI – return on investment.

Keyword match Types:

**Broad**
- Keyword or +keyword
- Software, cookies, tickets

**Phrase**
- “keyword1 keyword2”
- “free software”, “chocolate cookies”, “concert tickets”

**Exact**
- [keyword]
- [AVG], [Pepperidge Farm], [Ticketmaster]

**Negative**
- -keyword
- -free, -clear, -sports

Adword Learning resources:

- [http://support.google.com/adwords](http://support.google.com/adwords)
- [http://www.youtube.com/user/learnwithgoogle](http://www.youtube.com/user/learnwithgoogle)
- [https://www.adwords-community.com/](https://www.adwords-community.com/)
Affiliate Marketing Definition:
Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate’s own marketing efforts.

The 4 Major Pillars of Affiliate Marketing:
- Merchant/Retailer = Shaw
- Publisher/Affiliate = You
- Customer/End User = 3rd party
- Network/Offer for Affiliates

Affiliate Software Providers:
- http://www.hasoffers.com/compare-features/
- http://www.hitpath.com/features/
- http://www.postaffiliatepro.com/features/

Affiliate Network Websites:
- http://www.cj.com
- http://www.affilatetips.com
- http://www.associateprograms.com/directory
- http://www.affiliatesdirectory.com/directory
- http://www.affiliates4u.com
- http://www.affilinet.com
- http://uk.affiliatewindow.com/homepage/about-us/?rt
- http://www.zanox.com/gb/
- http://www.linkshare.co.uk/
- http://www.tradedoubler.com/
SEO Definition:

Search engine optimization is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users.

Google Webmaster Tools:

www.google.com/webmasters/tools/

- Add site
- Submit Site Map - Sitemap.xml
- www.xml-sitemaps.com

Bing Webmaster tools:

http://www.bing.com/toolbox/submit-site-url

SEO Resources:

- http://www.searchenginewatch.com
- http://searchengineland.com
- http://www.seomoz.org/blog
- http://moz.com/google-algorithm-change
- http://www.stateofsearch.com
- http://www.xml-sitemaps.com
- http://www.bing.com/toolbox/submit-site-url
- https://www.google.com/webmasters/tools/submit-url
- https://www.google.com/webmasters/tools
- http://adwords.google.com
- http://www.google.com/analytics/
- http://www.google.com/trends
- https://freekeywords.wordtracker.com/sign_in/
- http://www.mattcutts.com/blog/
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