

Welocalize Brand2Global Quiz

Name

Round One: Digital

1. What's the difference between SEO and SEM?

2. What is Google Page Rank and how is it calculated?

3. What is an organic search result?

4. How would you find out the average monthly search volumes for a specific set of keywords?

5. What are ad extensions?

6. What is quality score?

7. Name all 4 of the keyword matching options on AdWords?

8. What is meta data?

9. What is anchor text?

10. What is a search engine spider and what is it used for?

11. What is the first piece of keyword relevant content that search engines read?

12. What are Panda and Penguin in relation to SEO?

13. What is a canonical tag used for?

14. What are the word or words that a user types in to a search engine called?

15. What is a long-tail keyword?

Round Two: Translation

1. What is the difference between translation and transcreation?

2. What is a TMS?

3. What is a hreflang tag?

4. Name three types of content that you would transcreate?

5. Directly translating website content is more than enough to localize my domain (True/False)?

6. Define localization?

7. What does MT stand for?

8. What is a QA process used for?

9. What is UGC?

10. What is a CAT Tool used for?

11. What is an LSP?

Round Three: Going Global

1. What is the main search engine in China?

2. Which country is Naver used in?

3. What is Yandex?

4. What are the two main social media in China?

5. What country is purple considered unlucky in?

6. How would you go about mapping search opportunity in different markets?

7. What does link reclamation do?

8. Where is the top opportunity for social media in Latin America?

9. How many official languages are there in South Africa?

10. Name the five major dialects spoken in China?

11. What color is considered royalty in Malaysia?

12. In Brazil is a) thumbs up or b) the 'OK' sign considered offensive?
