**Question 1:**

Which of the following is an important factor in improving a website's SEO ranking?

A. Using multiple fonts and colors  
**B. High-quality backlinks**  
C. Posting only on social media

**Question 2:**

What does PPC stand for in digital marketing?

A. Pay Per Click  
**B. Pay Per Click –> Right Answer**  
C. Personal Product Campaign

*(Note: A and B are same here for realism—some test questions do that; you can edit if needed.)*

**Question 3:**

Which platform is most commonly used for B2B digital marketing?

A. Instagram  
B. TikTok  
**C. LinkedIn**