ADWORDS-FUNDAMENTALS$^{Q\&As}$

Google AdWords: Fundamentals

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QUESTION 1

When creating a keyword list using broad match, why should you leave out misspellings and plural forms of keywords?

A. AdWords can automatically include these variations for you

B. Broad match only includes the exact words and phrases a user searches for

C. AdWords only shows an ad for keywords with proper spelling and plural forms

D. Your keyword list would be disapproved based on Google\\'s advertising policies

Correct Answer: A

QUESTION 2

A client wants to promote her new mobile app by showing her ads in other mobile apps. How can AdWords help accomplish her goal?

A. Google\\'s Display Network includes many mobile apps where she could show her ad

B. She can use keywords like "mobile app" t target people who are more likely to download her app

C. Google\\'s Search Network will help her target people who are more likely to download her app

D. She can use mobile app extensions to reach users in apps

Correct Answer: A

QUESTION 3

When sitelinks are set at both the campaign and ad group level, which will be displayed?

A. Sitelinks with the highest ad rank.

B. Sitelinks at the ad group level.

C. Sitelinks related to the query searched.

D. Sitelinks from both the campaign and ad group.

Correct Answer: C

QUESTION 4

Which is the best bidding option for an advertiser who wants to drive more clicks from mobile devices?

A. Target cost-per-acquisition (CPA)

B. Mobile bid adjustments

C. Target return on ad spend (ROAS)

D. Target search page location

Correct Answer: B

QUESTION 5

If an advertiser uses the phrase-matched keyword "cheap hotel," add may show on Google when a user searches for:

A. Cheap motels

B. Cheap hotel deals

C. Inexpensive hotel

D. Cheap local hotel

Correct Answer: B

QUESTION 6

An advertiser wants to allocate additional budget to advertising a new product line. In order to accomplish this goal, the advertiser should create:

A. An ad group specific to the product line with targeted ad text.

B. An ad group specific to the product line with a higher daily budget.

C. Additional text ads that specifically feature the product line.

D. A campaign with a separate daily budget specific to the product line.

Correct Answer: B

QUESTION 7

An advertiser adds negative keywords to an ad group. This means that the ad will not show if the negative keywords:

A. Appear in another campaign within the account.

B. Have low maximum cost-per click (CPC) bids.

C. Appears in a user\\'s search query.

D. Also appear in the add text.

Correct Answer: C

QUESTION 8

How does the creation of ad groups with closely-related keyword lists improve Google Display Network performance?

A. The ads will be placed on more relevant sites.

B. The ads will reach users in different parts of the buying cycle.

C. It will be easier to determine how users found the website.

D. The ads will be more likely to appear on manually-selected placemen.

Correct Answer: A

QUESTION 9

Quality Score and Ad Rank are calculated:

A. Every time you change your CPCs within your account.

B. Every time someone does a search that triggers your ad.

C. A few times a day, based on your ad scheduling settings.

D. Every time your ad is eligible to serve on a Display Network page.

Correct Answer: B

QUESTION 10

Your ad can show on the Search Network when someone searches for terms that are similar to your:

A. website

B. placements

C. keywords

D. ad text

Correct Answer: C

QUESTION 11

In the case of a placement targeted ad on the Google Display Network, the Quality Score portion of calculating Ad Rank is based on:

A. The quality of your image.

B. The maximum CPC of the keyword that triggered an ad.

C. Your daily budget

D. The quality of your landing page.

Correct Answer: D

Reference: http://www.netconnexion.com/blog/google-adwords-quality-score-explained/ (See Display network quality score)

QUESTION 12

Cliff just started working with a client who has a very disorganized AdWords account. What\\'s an effective way for him to begin restructuring his client\\'s account?

A. Create multiple campaigns, each with a set of related keywords

B. Create one campaign with a broad selection of keywords

C. Create campaigns based on the structure of his client\\'s website

D. Create one campaign for all the products his client offers

Correct Answer: C

QUESTION 13

If you\\'d like your ads to show on certain sites across the Internet, you can add these websites as:

A. Topics

B. Keywords

C. Audiences

D. Placements

Correct Answer: D

QUESTION 14

Which is a best practice for optimizing a display ad campaign?

A. Create multiple display ads with different colors and font

B. Create new display ads that clash with the publisher\\'s site for emphasis

C. Stick with the same template and let it run for at least three months

D. Blend the call to action into the rest of the image

Correct Answer: A

QUESTION 15

Google Analytics can help you learn more about the behavior of your client\\'s customers because it shows you how:

A. they perceive her products

B. they interact with her website

C. likely they are to become a regular customer

D. likely they are to click her ads

Correct Answer: B

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