

ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

An online company is based in the United States but ships to customers all over the world. If this company wants to serve Spanish language ads to Spanish-Speaking users, which targeting option should be refined?

- A. Language targeting
- B. Ad scheduling
- C. Regional targeting
- D. Demographic targeting

Correct Answer: A

QUESTION 2

Your client wants to improve her ad position. What would you recommend?

- A. Make the ad headline longer and more descriptive
- B. Improve the ad quality and increase bid amount
- C. Add more keywords and increase daily budget
- D. Improve Quality Score and decrease bid amount

Correct Answer: B

QUESTION 3

The Opportunities tab with AdWords can be used to:

- A. See an overview of how your campaigns are performing
- B. Find keyword, bid, and budget ideas that can help improve your campaign performance
- C. Find account reporting tools that will help you manage your daily budget
- D. Create and edit campaigns, ads, keywords, and campaign settings

Correct Answer: B

Reference: <https://support.google.com/adwords/answer/1704390?hl=en>

QUESTION 4

An advertiser wants to increase the Quality Score of a low-performing keyword. Which approach would you recommend?

- A. Delete the keyword and use Keyword Planner to find more relevant keywords.
- B. Modify the ad associated with that keyword to direct to a highly-relevant landing page.
- C. Set an ad group bid adjustment of +20% for that keyword.
- D. Delete the keyword and add a synonym of the keyword to the campaign

Correct Answer: B

QUESTION 5

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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