

# ADWORDS-FUNDAMENTALS<sup>Q&As</sup>

Google AdWords: Fundamentals

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### QUESTION 1

When creating text ads to advertise a client's small chain of Italian restaurants, what should you include in the ad text to make it compelling to potential customers?

- A. An exclamation point in the display URL
- B. Information about Italian food in the description
- C. Use the same headline and description as other advertisers
- D. Include call-to-actions, such as "Find the nearest location"

Correct Answer: D

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### QUESTION 2

A lower CPA does not necessarily indicate higher profit. Why?

- A. A lower CPA may be due to changes in network distribution.
- B. A lower CPA may also have lower sales volume, reducing overall profit.
- C. A lower CPA may be due to changes in CPC bidding.
- D. A lower CPA may be due to additions in negative Keywords.

Correct Answer: B

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### QUESTION 3

If you've set a maximum CPC bid of \$1 for your ads, and if the next most competitive bid is only \$0.50 for the same ad position, what is the maximum CPC you would need to pay to show your ad - assuming your ad is similar in all other aspects?

- A. \$0.51
- B. \$0.5
- C. \$1
- D. \$1.01

Correct Answer: A

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### QUESTION 4

In order for cost-per-click (CPC) ads and cost per thousand impressions (CPM) ads compete with each other in the same auction on the Google Display Network, AdWords system converts the CPC ad's bid to:

- A. A CPM
- B. A CPM conversion
- C. An effective CPM conversion
- D. An effective CPM

Correct Answer: D

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#### QUESTION 5

An advertiser wants to improve return on investment (ROI). The advertisement notices that users have often clicked on an ad without purchasing. After ensuring that keywords and ad text are highly relevant to one another, which is the best course of action for the advertiser to take?

- A. Evaluate current landing page to determine if it is relevant to the ad.
- B. Raise the campaign's budget to increase traffic to the site.
- C. Remove any negative keywords to attract more relevant visitors.
- D. Increase maximum cost-per-click (CPC) bids to improve Ad Rank.

Correct Answer: A

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