ADWORDS-FUNDAMENTALS^Q&As

Google AdWords: Fundamentals

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QUESTION 1

What is the recommended next step if you noticed from the Search terms report that certain search terms are leading to a high number of clicks on your ads?

A. Make sure of these search terms are included as keywords, regardless of relevance

B. Add search terms that are not leading to many clicks as negative keywords

C. Add sitelinks to your ads to make them even more prominent

D. Make sure relevant search terms are keywords and adjust your bid or ad text for these keywords

Correct Answer: D

QUESTION 2

During campaign creation, advertisers can choose to place their ads on:

A. Specific placements within the Search and Display Networks.

B. The Placement and Display Networks.

C. The Search and Display Networks.

D. Specific placements within the Search Network.

Correct Answer: C

QUESTION 3

The main goal of automatic cost-per-click (CPC) bidding is to:

A. Generate as many conversions as possible within an advertisers\\' target budget.

B. Generate as many clicks as possible within an advertiser\\'s target budget.

C. Achieve the target average CPC specified by the advertiser.

D. Achieve the target ad position specified by the advertiser.

Correct Answer: B

QUESTION 4

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 5

Which two metrics help show you how many people found your ad compelling enough to actually click on it and visit your website? (Choose two.)

A. Search terms

B. Clickthrough rate (CTR)

C. Clicks

D. Impressions

Correct Answer: BC

QUESTION 6

An advertiser wants to target people on the Search Network who have previously visited their website. What should they do?

A. They should use device targeting

B. They should create remarketing lists for search ads

C. They should use location targeting

D. They should use placement targeting

Correct Answer: B

QUESTION 7

A keyword with a very low click through rate (CTR) will usually receive:

A. Impressions only on the Google Search Network.

B. A low average cost-per-click (CPC) on Google search.

C. More impressions on the Google Display Network.

D. A low Quality Score on the Google Search Network.

Correct Answer: B

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QUESTION 8

Negative keywords can help advertisers target their ads to potential customers and increase:

A. Their campaigns\\' daily budget recommendations.

B. The click through rate (CTR) of their ads.

C. The amount of impressions served.

D. Number of relevant Display Network placements.

Correct Answer: B

QUESTION 9

Which method would be recommended for an advertiser who is trying to increase the Quality Score of low keyword?

A. Modify the ad associated with that keyword to direct to a highly-relevant landing page.

B. Increase the daily budget for the campaign in which the keyword is located.

C. Delete the keyword and add the keyword to the campaign again.

D. Repeat the keyword as many times as possible in the ad text.

Correct Answer: A

QUESTION 10

The Keyword Tool is used to:

A. Find duplicate keywords in ad campaigns.

B. Determine if ads are showing for particular searches.

C. Determine exact competitor bids on keywords.

D. Find new keywords for ad campaigns.

Correct Answer: D

QUESTION 11

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.

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

D. Also appear in the add text.

Correct Answer: C

QUESTION 12

Which is a benefit of AdWords for search marketing?

A. Collect contact information automatically from potential customers.

B. Understand how customers navigate websites.

C. Acquire potential qualified customers.

D. Increase position in organic search results.

Correct Answer: C

QUESTION 13

Your ad can show to a potential customer when your targeted language matches:

A. the customer\\'s operating system language

B. the customer\\'s Google interface language setting

C. the language of websites a user visits most often

D. the customer\\'s browser setting

Correct Answer: B

QUESTION 14

The maximum cost-per-click (CPC) bid is the:

A. Amount an advertiser must pay to outbid competitors

B. Amount an advertiser is required to pay to achieve top ad position

C. Actual amount an advertiser pays for each click on an ad

D. Most an advertiser is willing to pay for each click on an ad

Correct Answer: D

Reference: http://adwords.google.com/support/aw/bin/answer.py?hl=enandanswer=6326

QUESTION 15

When optimizing your campaign, you can get ideas for negative keyword and placement exclusions lists through which AdWords tool?

A. Keyword aggregator

B. List suggestions

C. Placement performance report

D. Ad experiments

Correct Answer: B

Reference: https://support.google.com/adwords/answer/2596582?hl=enandref_topic=1713977 (See step 4)

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