

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

What report can help you identify opportunities to improve your keywords and ads?

- A. Auction insights report
- B. Time segmentation report
- C. Search terms report
- D. Paid and organic report

Correct Answer: C

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

You can use the Contextual Targeting Tool to:

- A. See which images and text ads within your campaign are performing best on the specific websites you are targeting.
- B. Manage CPC bids for contextual campaigns within your account.

- C. Run a report to determine which keywords are most likely to convert based on the past 30-days of your campaign.
- D. See potential web pages where your ad can appear based on your keywords.

Correct Answer: D

Reference: <https://support.google.com/adwords/answer/2404186>

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

QUESTION 6

Nadia manages a local gym and is running an ad to drive more free trial memberships. What could she include in her ad text?

- A. A promotion like "20% off fitness classes"
- B. A prominent headline like "TRIAL MEMBERSHIPS AVAILABLE"
- C. A call-to-action like "Sign up for a free trial"
- D. A call-to-action like "Visit our gym now"

Correct Answer: C

QUESTION 7

You can use audience targeting to show your ads to:

- A. specific groups of people, based on their interests
- B. specific websites, based on specific interests
- C. specific groups of people, based on their location
- D. groups of websites, based on specific interests

Correct Answer: A

QUESTION 8

If your campaign is opted into show ads on the Google Display Network, and your Display Network ads have a lower CTR than your existing search ads - how will this impact the quality score of your search campaign?

- A. Your daily budget will be adjusted to account for a drop in CTR, and an increase in the CPCs needed to maintain the existing Ad Rank of your search campaigns.
- B. Your ad performance on the Display Network does not affect your rank for search ads, so a lower CTR on the Display Network doesn't affect the Quality Score of your ads for search.
- C. Your quality score will be adjusted to reflect the average CTR of both your search and display network campaign performance.
- D. None of these options are correct.

Correct Answer: C

QUESTION 9

How are negative keywords different from other keywords?

- A. They can increase your costs
- B. They can only be used for ads on the Display Network
- C. They make your ad appear for search terms that you don't want
- D. They prevent your ad from showing for search terms that you don't want

Correct Answer: D

QUESTION 10

[Two ways to identify a keyword's Quality Score are to view the Quality Score column and to:

- A. Download a campaign level report from the Campaigns tab.
- B. Click on the speech bubble icon next to that keyword.
- C. Click on the "See search terms" button next to that keyword.
- D. Click keyword into the Traffic Estimator tool.

Correct Answer: B

QUESTION 11

You've been targeting the entire United States in your scuba diving equipment ad campaign, but you know that much of the scuba equipment that is sold is to customers in Hawaii. What would be the most efficient way to optimize your campaign and measure the impact of an optimization?

- A. You create a separate campaign targeting only Hawaii so you can easily see how your campaign performs in that state, and adjust your budget.
- B. You add the keywords "Hawaii" to all of your ad groups, so that your ad will stop serving on searches that are not specific to Hawaii.
- C. You adjust your ad scheduling so that your campaign is only showing during business hours for the time zone that Hawaii is in.
- D. You delete all of the keywords that have not been performing well, and start over with a new set of keywords and campaigns that uses location targeting to show only to users in Hawaii.

Correct Answer: A

Reference: <https://support.google.com/adwords/answer/2453994?hl=en>

QUESTION 12

Susan's Sporting Goods sells a variety of sports equipment and clothing. How should Susan set up her AdWords account?

- A. Create one account for Susan's Sporting Goods. Create two campaigns: one for equipment and one for clothing. Within the equipment campaign, create ad groups for basketballs and tennis rackets. Within the clothing campaign, create ad groups for jerseys and baseball hats.
- B. Create two accounts: one for equipment and one for clothing. Within the equipment account, create a campaign for basketballs and tennis rackets. Within the clothing account, create a campaign for jerseys and baseball hats.
- C. Create an account for each product Susan's Sporting Goods sells. In each account, create a single ad group for all equipment and clothing products.
- D. Create one account for Susan's sporting goods. Create one campaign for both equipment and clothing. Create one ad group that includes basketballs, tennis rackets, jerseys, and baseball hats.

Correct Answer: A

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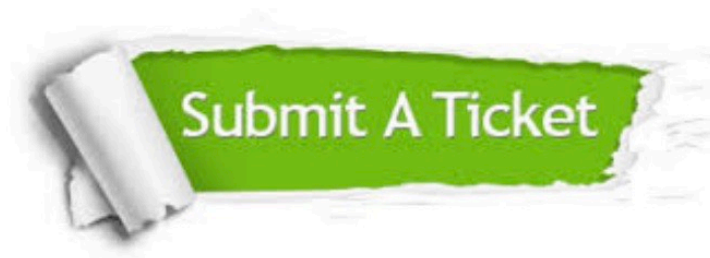
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