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Google AdWords Fundamentals

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Version Demo

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QUESTION NO: 1

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

ANSWER: B C

QUESTION NO: 2

How often does the AdWords system run an auction to decide which ads to show on the Google search page?

A. Once every two hours for a given keyword.

B. Once every 24 hours for a given keyword.

C. Every time a user enters a search query.

D. Every time a new advertiser adds a keyword to an account.

ANSWER: C

QUESTION NO: 3

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.

ANSWER: A

QUESTION NO: 4

Data for your client shows that more estimated total conversions are coming from mobile devices versus computers and tablets. How can you use this data to optimize your client's bidding strategy?

A. Use enhanced cost-per-click (ECPC) to increase bids that are likely to result in conversions from mobile devices.

B. Use target search page location to help get your client's ads to the top of mobile search page results.

C. Set a mobile bid adjustment to increase bids for searches on mobile devices.

D. Set a mobile bid adjustment to decrease bids for searches on computers and tablets.

ANSWER: D

QUESTION NO: 5

If your ad group contained the broad match type keyword "tennis shoes," which of the following keyword searches would your ad be eligible to appear on? (Choose two.)

A. Sport equipment

B. Running shoes

C. Buy tennis shoes

D. Tennis clothing

ANSWER: C D

QUESTION NO: 6

What impact on conversions would you generally expect from lowering and raising bids? Assume daily budget is not and will not be reached. (Choose two.)

A. Higher bids generally result in more conversions at a higher average CPA.

B. Lower bids generally result in more conversions at a lower average CPA.

C. Lower bids generally result in fewer conversions at a lower average CPA.

D. Higher bids generally result in fewer conversions at a higher average CPA.

ANSWER: A C

An advertiser should group their campaigns by:

A. type of product or service

B. number of keywords

C. maximum cost-per-click (CPC) bids

D. number of ad groups per campaign

ANSWER: A

By adding managed placements to a Display Network campaign - you can show your ad:

A. On specific webpages, online videos, games, RSS feeds, and mobile sites and apps that you select.

B. On webpages where a contextual targeting algorithm identified that is a match between your keywords and a publisher's content.

C. On webpages where the Smart Pricing feature determines there the ad is likely delivery ROI.

D. On Google owned and operated properties such as Gmail and Google News - that have relevant content for your keywords.

ANSWER: A

Advertisers on Google search accrue cost in AdWords when:

A. Their ads appear on the Google search page.

B. Users click on their ads.

C. They register a conversion using Conversion Tracking.

D. The user completes a purchase.

ANSWER: B

QUESTION NO: 10

Your agency won four new clients. Three have the potential to track conversions and may consider an unlimited budget if ROI is positive. Which three? (Choose three.)

A. Custom-branded merchandiser tracking inquiries, some of which convert to a deal

B. Retail e-commerce selling luxury hats and tracking transactions

C. Network security company tracking free trials, some of which convert to a purchase

D. Improve comedy group promoting a mysterious video with no immediate ways to interact

ANSWER: A B C

QUESTION NO: 11

As of May 2012, if the keyword "purple flowers" was running within your campaign as an exact match, the ad would be eligible to serve for which of the following keyword searches? (Choose two.)

A. Purple flowers

B. Flower gardens

C. Purple flowers haze

D. Purple flower seeds

ANSWER: A D

QUESTION NO: 12

Tom wants to promote his windshield repair company's emergency service by reaching people when they're searching for help. Which campaign type is a good fit?

A. "Display Network"

B. "Search Network"

C. "Search Network with Display Opt-in"

D. "Shopping"

ANSWER: B

QUESTION NO: 13

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.

ANSWER: A