



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

Google AdWords: Fundamentals

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### QUESTION 1

How do managed placements on the Display Network work?

- A. Advertisers can guarantee placement on prominent and popular sites.
- B. Keywords are used to place ads next to content that matches the ad.
- C. Advertisers manually select the desired sites on which their ads may appear.
- D. Appropriate sites are automatically chosen for the advertiser by the Google AdWords system.

Correct Answer: C

Reference: <https://support.google.com/adwords/answer/99502?hl=en>

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### QUESTION 2

Advertisers should use Google Website Optimizer when:

- A. Their landing pages generate error messages.
- B. Their web pages are not generating the desired conversion results.
- C. The number of impressions for their website has decreased.
- D. The number of clicks to their websites has decreased.

Correct Answer: B

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### QUESTION 3

Grouping similar keywords together in an ad group will:

- A. Keep an advertiser's average cost-per-click (CPC) within a narrow range
- B. Allow an advertiser to create ads relevant to those keywords
- C. Ensure that the ads and keywords in that ad group are approved.
- D. Allow an advertiser to use only broad match keywords.

Correct Answer: B

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### QUESTION 4

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

Correct Answer: CD

#### QUESTION 5

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

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