



ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

The Google AdWords system rewards good Quality Score by

- A. Adding a free badge that identifies ads with high Quality Score as "top ads".
- B. Guaranteeing the associated ad to show on all relevant queries.
- C. Placing the associated ad in a higher position.
- D. Placing the most relevant ad into the natural search results.

Correct Answer: B

QUESTION 2

Changing the match type of a group of keywords from broad to exact match will likely:

- A. decrease impressions
- B. increase impressions
- C. increase Quality Score
- D. decrease Quality Score

Correct Answer: A

QUESTION 3

The Site and Category Exclusion Tool is used to exclude sites.

- A. Outside of an advertiser's target region.
- B. At the account level.
- C. On the Google Display and Search Networks.
- D. On the Google Display Network only.

Correct Answer: D

QUESTION 4

When setting up a Search Network campaign for a client, you want her ad to get as many clicks as possible within her budget. Which bid strategy should you use to achieve this goal?

- A. Cost-per-thousand impressions (CPM)



- B. Cost-per-acquisition (CPA)
- C. Maximize Clicks
- D. Manual cost-per-click (CPC)

Correct Answer: C

QUESTION 5

Which might negatively affect the performance of a video ad on the Google Display Network?

- A. Content with a non-commercial look and feel
- B. A clear call-to-action in the opening static image
- C. Content in the form of a running list of statistics about the company
- D. A video that captures users' attention within the first 10 seconds of play

Correct Answer: B

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