ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

On which devices are mobile ads eligible to appear?

A. Standard mobile phones that use mobile (WAP) browsers

B. Electronic readers with Internet connections

C. Desktop and laptop computers

D. iPhones and similar mobile devices that use full (HTML) browsers

Correct Answer: A

Reference:

QUESTION 2

An advertiser wants to find out why there are no impressions on a keyword. What steps can the advertiser take to quickly diagnose the issue?

A. Use the Analyze Competition section of the Opportunities Tab.

B. Hover over the speech bubble next to the keyword.

C. Use the Traffic Estimator to get estimated impression statistics.

D. Raise the keyword\\'s maximum cost-per-click (CPC) bid

Correct Answer: B

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

The display ad builder reduces the need for image editing software by allowing advertises to:

A. Upload custom templates into the existing categories.

B. Customize templates with messages, images, and logo.

C. Upload custom fonts for use over images.

D. Edit their images within the tool.

Correct Answer: B

QUESTION 5

One common reason an advertiser may optimize a campaign is to: A. Ensure conversion tracking is working properly.

B. Improve return on investment (ROI) of the campaign.

C. Improve the quality of landing pages that receive traffic from the campaign.

D. Appear in both the natural search results and sponsored listings.

Correct Answer: B

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