



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

Google AdWords: Fundamentals

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### QUESTION 1

Quality Score and Ad Rank are calculated:

- A. Every time you change your CPCs within your account.
- B. Every time someone does a search that triggers your ad.
- C. A few times a day, based on your ad scheduling settings.
- D. Every time your ad is eligible to serve on a Display Network page.

Correct Answer: B

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### QUESTION 2

A "first page bid estimate" is based on the keyword's Quality Score and the:

- A. Current search trends.
- B. Past average click through rate (CTR).
- C. Past average first page bid estimate.
- D. Current advertiser competition.

Correct Answer: D

Reference: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=105665>

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### QUESTION 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.

Correct Answer: A

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#### QUESTION 4

Phrase match triggers an ad to appear when a search query:

- A. Precisely matches a synonym of the keyword
- B. Includes words that are related to the keyword.
- C. Includes the keyword in its exact sequence.
- D. Precisely matches the translation of the keyword.

Correct Answer: A

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#### QUESTION 5

Negative keywords can help advertisers target their ads to potential customers and increase:

- A. Their campaigns\'\' daily budget recommendations.
- B. The click through rate (CTR) of their ads.
- C. The amount of impressions served.
- D. Number of relevant Display Network placements.

Correct Answer: B

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