ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

Which formula does Google use to rank keyword-targeted ads on Google search?

A. (Maximum cost-per-click (CPC) bid x Quality Score) / Daily Budget

B. Maximum cost-per-click (CPC) bid only

C. Maximum cost-per-click (CPC) bid x Quality Score

D. (Maximum cost-per-click (CPC) bid + Daily Budget) / Quality Score

Correct Answer: C

QUESTION 2

Which best describes the way keywords and placements work together in an ad group to determine where ads are shown?

A. Using keywords enables bid management on placements.

B. Keyword match types further refine placement targeting.

C. Ads are contextual targeted across the selected placements

D. Placements will only display ads if keywords are added

Correct Answer: C

QUESTION 3

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 4

Which are the correct steps for setting up a campaign that will run on automatic placements only?

A. Select to target "Relevant pages across the entire network," then add keywords to the appropriate ad groups.

B. Select to target "Relevant pages only on the placements I manage," then add keywords to the appropriate ad groups.

C. Select to target "Relevant pages only on the placements I manage," then select the placements where the ads will appear.

D. Relevant pages across the entire network" then select the placements where the ads will appear.

Correct Answer: A

QUESTION 5

In order to contextually target ads to pages on the Google Display Network, the AdWords system evaluates:

A. campaigns and ad groups

B. keyword independently from others

C. placements selected by the advertiser

D. keyword themes of ad groups

Correct Answer: D

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