



ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

Which is a best practice for setting up a placement-targeted campaign?

- A. Add relevant sites that are not part of the Google Display Network.
- B. Target websites that represent a wide variety of themes in one campaign.
- C. Set bids at the ad group level and not for individual sites.
- D. Set multiple ad formats to increase the number of sites on which the ads are eligible to appear

Correct Answer: B

QUESTION 2

Your client noticed last month that his ad often showed up beside another advertiser's ad for the same search terms. How can you help your client understand how he is performing compared to other advertisers?

- A. Use the top movers report to show which campaigns have seen the biggest change in clicks since last month.
- B. Use the paid and organic report to show when his website appears in organic search, with no associated ads.
- C. Use the Search term report to show which search terms lead to the most clicks on his ads.
- D. Use the Auction insights report to show how often his ads rank higher in search results than those of other advertisers

Correct Answer: D

QUESTION 3

You can use the Contextual Targeting Tool to:

- A. See which images and text ads within your campaign are performing best on the specific websites you are targeting.
- B. Manage CPC bids for contextual campaigns within your account.
- C. Run a report to determine which keywords are most likely to convert based on the past 30-days of your campaign.
- D. See potential web pages where your ad can appear based on your keywords.

Correct Answer: D

Reference: <https://support.google.com/adwords/answer/2404186>

QUESTION 4

Your client wants to increase the number of people visiting his website. When analyzing the data for his Search



campaign, which metric do you most want to improve?

- A. Clickthrough rate (CTR)
- B. Conversion rate
- C. Clicks
- D. Impressions

Correct Answer: A

QUESTION 5

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

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