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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

Which targeting option should an advertiser use when trying to reach 25-30-year-old males?

- A. Keyword targeting
- B. Interest category targeting
- C. Contextual targeting
- D. Demographic targeting

Correct Answer: D

QUESTION 3

Which is a benefit that advertisers receive specifically from using managed placements?

- A. The option to run ads across the entire Google Display Network.
- B. The ability to set unique bids for particular placements.
- C. The opportunity to advertise on websites outside of the Google Display Network it.
- D. The capability to run a report with screen shots of ads placed on relevant pages.

Correct Answer: B

Reference: <https://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=99502>

QUESTION 4

What should an advertiser use to organize ad groups?

- A. Common themes



- B. Maximum cost-per-click (CPC)
- C. Number of words per keyword
- D. Location targeting

Correct Answer: A

QUESTION 5

Which tool can be used if an advertiser wants to simulate Google searches, in order to see ho, geographic locations?

- A. Ad preview tool
- B. Landing page optimize
- C. AdWords Editor
- D. Search-based keyword tool

Correct Answer: A

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