



ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

What is the impact of poor landing page quality on an ad group?

- A. The entire campaign will be paused.
- B. The ads in the ad group will be disapproved due to low Quality Score.
- C. The keywords in the ad group will be paused.
- D. The keywords in the ad group will have a lower Quality Score.

Correct Answer: D

QUESTION 2

Negative keywords can help advertisers better target their ads by:

- A. reducing the number of irrelevant clicks
- B. increasing the number of relevant Display Network placements
- C. raising the average position of their ads
- D. reducing their campaign's daily budget recommendations

Correct Answer: A

QUESTION 3

A benefit of Google AdWords image ads is that they:

- A. Allow advertisers to set budgets for each ad variation within an ad group.
- B. Can appear next to related content on a website.
- C. Can be targeted to both the Google Display Network and Search Network.
- D. Are viewable on all mobile devices, regardless of country or carrier.

Correct Answer: B

QUESTION 4

Which is allowable in an AdWords image ad?

- A. Text that flashes continuously to attract the user's attention
- B. Images that look like a system warning



- C. Use of phrases like "hurry" or "limited time"
- D. Content that mimics a news article to appear more factual

Correct Answer: C

QUESTION 5

Why is it important to Google that AdWords ads be relevant to a user's search query?

- A. Google users are more likely to find what they're looking for.
- B. The AdWords ads will appear with every relevant search query.
- C. The advertiser's website position in the natural search results will improve.
- D. AdWords advertisers are more likely to show their ads on search partner site.

Correct Answer: A

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