



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising





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QUESTION 1

Which of the following statements is true about CPM ads in the Google Content Network?

- A. CPM ads always occupy the entire ad space on a web page in the Google Content Network.
- B. CPM ads require text only in the Google Content Network.
- C. CPM ads are not allowed in the Google Content Network.
- D. CPM ads require prepayment to participate in the Google Content Network.

Correct Answer: A

QUESTION 2

You and a competitor in your region are competing for ad position based on a particular keyword. Your competitor has recently stopped running their Google ads. What is likely to happen to your advertisements?

- A. The conversion rate for your ad will increase.
- B. The quality score of your ad will decrease.
- C. The number of clicks on your ad will likely go up.
- D. The number of clicks on your ad will likely go down.

Correct Answer: C

QUESTION 3

Allen is using the Traffic Estimator tool to predict the amount of traffic he'll receive for his Google AdWords ads, based on keyword targeting. Allen notices that Google can also recommend a CPC bid for the keywords he's generated. At what percentage of the time does Google say, that their suggested value should deliver ads in the top position ?

- A. 75 percent
- B. Zero. The traffic estimator does not work with keyword targeting, only CPM bidding.
- C. 85 percent
- D. 50 percent

Correct Answer: C

QUESTION 4

You have created four ads for your business. When you create multiple Google AdWords ads, how does Google determine which of the four ads to show, when a keyword triggers the ad?



- A. The ads are shown in rotation.
- B. The ads are shown in the order in which they were created.
- C. The ads are shown based on performance.
- D. The ads are shown in alphabetical order.

Correct Answer: C

QUESTION 5

Google AdWords has many categories of items and services for sale which they do not allow for advertisement. Which of the following items is NOT permitted to be advertised on Google AdWords?

- A. Puppies
- B. Cars
- C. Political ads
- D. Cigars

Correct Answer: D

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