



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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**QUESTION 1**

You are reviewing your conversions from Google AdWords. If you are tracking conversions using the one-per-click approach, and you had 45 clicks in one month but you had 75 conversions, how many conversions from Google AdWords would you actually count?

- A. 60 percent
- B. 45
- C. 75
- D. 1.66

Correct Answer: B

QUESTION 2

Jane has an advertisement that needs to appear for users in Germany, France, Belgium, and Spain. Before she approves the ad, Jane is curious about which locations receive the most queries for her keywords. With this information Jane could adjust her budget accordingly, per country. What tool can Jane use to determine which locations receive the most queries for her keyword?

- A. Google Insights for Search
- B. Google Analytics
- C. International Keyword Query Tool
- D. Region Targeting Tool

Correct Answer: A

QUESTION 3

Which of the following formulas is the correct formula for finding the return on investment for Google AdWords?

- A. $(\text{Revenue from sales} - \text{Advertising costs}) / \text{Advertising costs}$
- B. $\text{Revenue from sales} - \text{Revenue from advertisement}$
- C. $(\text{Revenue from sales} - \text{Advertising costs})$
- D. $(\text{Revenue from sales} - \text{Advertising costs}) / \text{Duration of Ad}$

Correct Answer: A

**QUESTION 4**

Ben is creating a Google AdWords campaign for his carpentry business. He's using the keyword tools to generate keywords for his account, but would like a method to create a keyword list, based on a webpage that lists all of his services. Is this possible with Google AdWords?

- A. Yes, Ben should use the Opportunities tab, and then click generate based on domain option .
- B. Yes, Ben should use the Keyword Tool's generate keywords on destination URL option.
- C. No, the Keyword Tool can only recommend keywords based on the keywords the account owner enters.
- D. Yes, Ben should use the Keyword Tool's website content option.

Correct Answer: D

QUESTION 5

Beth runs a photography business and she wants to make certain, her advertisements only run in the evening. How is this possible with Google AdWords?

- A. Beth can pause and restart her ads whenever she likes.
- B. Beth can use the ad scheduling tool to choose when her ads should appear.
- C. Beth can use the conversion optimizer to indicate the hours she'd like to optimize her ad for conversion.
- D. Google won't automatically adjust when the ads are displayed.

Correct Answer: B

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