



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

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

Correct Answer: A

QUESTION 2

You are a consultant for a wedding photographer, and you're helping her with her Google AdWords account. The photographer doesn't understand why her ad for the Google Network hasn't started generating traffic yet. You explain that the ad has just been created, and that there are three qualifications for the ad to go live. Which of the following is NOT one of the three qualifications for an ad to go live on the Google Network?

- A. The ad must meet the partner requirements.
- B. The ad must be opted into the Google Network.
- C. The ad must be reviewed and approved.
- D. The ad must be prepaid for thirty days.

Correct Answer: D

QUESTION 3

Juliet has downloaded and installed the Google AdWords editor for her business. Over the past several months she's deleted ad groups, so she doesn't want to see these deleted items anymore. How can she hide the deleted items through the AdWords Editor?

- A. Juliet can hide the deleted items through the Account menu and Settings option
- B. Juliet can hide the deleted items through the Tools menu and Settings option
- C. Juliet can hide the deleted items through the File menu and Preferences option
- D. Google AdWords always keeps a history of the deleted items, so Juliet can reactive these a ds.

Correct Answer: B

QUESTION 4



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 5

Holly is managing the online marketing efforts for a bakery in her city. Holly is building the bakery's website with the intent of the site being able to be ranked high in the Google's organic listings. Holly is focusing on keywords that users will likely be searching for, such as 'wedding cakes' and 'cupcakes' for her city. What term best describes the goals Holly has for the bakery's website?

- A. Localized search results
- B. Search engine marketing
- C. Search engine optimization
- D. Organic marketing

Correct Answer: C

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