



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

Doug is managing a Google AdWords for a golf course. His client informs Doug that he no longer wants the Google AdWords to appear anywhere other than the Google Search and Search Partners. How can Doug edit this ad to appear only in Google Search?

- A. Pause the current ad, remove the ad from the Google Network group, and only select Google Search results, then start the ad again.
- B. Open the campaign page and then choose the Settings tab to edit where the ad will appear .
- C. Open the ad page and then choose the Settings tab to edit where the ad will appear.
- D. Open the campaign page and then choose Search Listings to edit where the ad will appear.

Correct Answer: B

QUESTION 2

Mike wants to try Google AdWords but he's worried about the overall costs of the ads. He would like to start with a small budget and see how the Google AdWords program works, before investing too much money into the online advertising. Which of the following price description is an accurate depiction of the cost of the Google AdWords program?

- A. Mike's maximum CPC bid must be at least US\$1.00. Mike's maximum CPM bid must be at least US\$0.25.
- B. Mike's maximum CPC bid must be at least US\$0.25. Mike's maximum CPM bid must be at least US\$0.01.
- C. Mike's maximum CPC bid must be at least US\$1.00. Mike's maximum CPM bid must be at least US\$1.00.
- D. Mike's maximum CPC bid must be at least US\$0.01. Mike's maximum CPM bid must be at least US\$0.25.

Correct Answer: D

QUESTION 3

Ivan has created advertisements for his online printing business. His ads have been running for two months, and he'd like to get a sense of where his ads are geographically being shown. How can Ivan see the geographical information where his Google AdWords are being shown?

- A. Ivan must create an IP Address Report; Google will resolve the IP Address to locations.
- B. Ivan must create an IP Address report, and then resolve the IP addresses to locations.
- C. Ivan must create a Geographic Performance Report in his account.
- D. Unless Ivan creates a location targeting ad, he won't see this information.

Correct Answer: C



QUESTION 4

Julie's company has created a video ad for the Google Content Network and she has elected to use the CPC pricing. Julie's manager is concerned that the CPC pricing will be expensive, as the company will have to pay each time the video is played. What should Julie tell her manager about the costs of the CPC pricing?

- A. The company will pay for each click to watch the video, as long as the person watches the video in its entirety.
- B. The company will pay for each click on the video that leads a user to the destination website.
- C. The company will pay for each click to watch the video.
- D. The company will pay for each click on the video's stop button, as video ads are being played automatically.

Correct Answer: B

QUESTION 5

Which of the following provides the most information about a campaign's overall performance?

- A. CPC
- B. CTR
- C. Placement performance report
- D. Clicks

Correct Answer: B

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