



# ADWORDS-SEARCH<sup>Q&As</sup>

Google AdWords: Search Advertising

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### QUESTION 1

Which of the following is a type of report that tracks AdWords conversions with basic and custom conversion tracking feature?

- A. Statistical reporting
- B. Conversion reporting
- C. Campaigns
- D. Budget

Correct Answer: B

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### QUESTION 2

When a Google AdWords user targets a language for his business, there are three choices as part of the targeting. Which of the following is NOT a language targeting choice in Google AdWords?

- A. Multiple languages
- B. Combine with location targeting
- C. Single language
- D. Domain origination

Correct Answer: D

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### QUESTION 3

Google recommends that image advertisers should capture people's attention right away.

According to Google, what's the time limit an advertiser has, to capture a person's attention span?

- A. Three seconds
- B. One minute
- C. Ten seconds
- D. One second

Correct Answer: A

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### QUESTION 4

Which of the following is used to describe the return on investment for Google AdWords campaigns?



- A. Return on Ad Investment
- B. Return on bounce rate
- C. Return on keyword spend
- D. Return on Ad Spend

Correct Answer: D

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#### QUESTION 5

A consultant has recommended that Allen use Google's tool, the Website Optimizer, to improve his site quality and ad performance. Allen isn't certain why he should use the Website Optimizer. Which of the following statements best describes, what the Website Optimizer does for webmasters and Google AdWords participants?

- A. Google's Website Optimizer is a subscription-based service, where Google designers will redesign and optimize Allen's website. Allen must subscribe to the service for at least 90 days.
- B. Google's Website Optimizer is a free tool that will give Allen detailed data on his site, including how users found his site, what route they used to explore it, and at what point they left.
- C. Google's Website Optimizer is a tool that allows Allen to test different versions of his site content and layout, to determine what will best attract users, and lead them to convert on his site.
- D. Google's Website Optimizer is a tool that will automatically optimize web pages.

Correct Answer: C

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