



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

Placements are the locations on the Google Content Network where an ad can appear. What targeting features are offered by AdWords to target ads to the placements?

Each correct answer represents a complete solution. Choose all that apply.

- A. Automatic placements
- B. Manual placements
- C. Excluded placements
- D. Managed placements

Correct Answer: ACD

QUESTION 2

Which of the following tools is used to manage multiple Google AdWords accounts?

- A. My Client Center
- B. Picasa
- C. Keyword Tool
- D. Campaign Manager

Correct Answer: A

QUESTION 3

Nancy has created a campaign for her boutique. She has customized the ad and targeted her city and specific content. Nancy has noticed that her ad performs best on Tuesdays and Wednesdays, as people prepare for their weekend plans. Nancy would like to automatically adjust her bids for keywords on Tuesdays and Wednesdays. Is this possible?

- A. No, Google AdWords can automatically change the bids, but only for seven-day increments.
- B. Yes, Nancy can do this through Google AdWords\' Demographic bidding.
- C. No, Nancy will need to login into Google AdWords, and manually change her bids for these two days.
- D. Yes, Nancy can do this through Google AdWords\' Ad scheduling.

Correct Answer: D

QUESTION 4



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

Correct Answer: B

QUESTION 5

Jeff has created an ad for his company. After a few days of the ad's eligibility, Jeff notices the message 'Low Quality Score' in the Status column of the keywords tab. Which of the following methods is the most likely approach, to improve the Quality Score of the advertisement?

- A. Optimize the ad
- B. Change the bid to match the first page bid estimate
- C. Increase the bid for the ad
- D. Change the ad to an image ad

Correct Answer: A

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