



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

Which of the following categories are NOT targeted by the Placement tool?

- A. Feed placements
- B. Entertainment placements
- C. Game placements
- D. Video placements

Correct Answer: B

QUESTION 2

Which of the following are used to describe the search results that are not in paid listings?

- A. Real listings
- B. Unpaid listings
- C. Organic search listings
- D. Google search listings

Correct Answer: C

QUESTION 3

Which of the following statements is true about CPM ads in the Google Content Network?

- A. CPM ads require prepayment to participate in the Google Content Network.
- B. CPM ads always occupy the entire ad space on a web page in the Google Content Network.
- C. CPM ads are not allowed in the Google Content Network.
- D. CPM ads require text only in the Google Content Network.

Correct Answer: B

QUESTION 4

Fran is evaluating her keywords for her company. She is viewing the ad group for her company, but she'd like to see the Quality Score for the ads and keywords. How can Fran see the Quality Score?

- A. The Quality Score is disabled by default. Fran needs to click 'Columns' and then select 'Qual. Score' to enable the Quality Score column.



- B. The Quality Score is displayed next to each keyword in the keyword list. Fran needs to navigate to her keywords.
- C. Google does not reveal the Quality Score.
- D. The Quality Score is only shown through the Reports feature for ads. Fran needs to create a Performance Report for her keywords.

Correct Answer: A

QUESTION 5

You have created a report for you and your client, regarding several performance factors. You receive an email asking you to download your report from the Report Center. Your report, as it turns out, is too big for Google to email. What is the maximum size of reports in an email sent through Google?

- A. 66MB
- B. 50MB
- C. 2MB
- D. 25MB

Correct Answer: C

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