



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

Google AdWords: Fundamentals

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### QUESTION 1

How are managed placements defined?

- A. Appropriate sites are automatically chosen for the advertiser by the Google AdWords system.
- B. Advertisers manually select the desired sites on which their ads may appear.
- C. Keywords are used to place ads next to content that matches the ad.
- D. Advertisers can guarantee placement on prominent and popular sites

Correct Answer: B

Reference: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=99502>

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### QUESTION 2

If your ad group contained the broad match type keyword "tennis shoes," which of the following keyword searches would your ad be eligible to appear on? (Choose two.)

- A. Sport equipment
- B. Running shoes
- C. Buy tennis shoes
- D. Tennis clothing

Correct Answer: CD

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### QUESTION 3

A My Client Center (MCC) account manager wants to grant Standard Access to a linked client. Before making this change, the account manager should consider that Standard Access users can:

- A. Delete the account.
- B. Change the access levels of other users.
- C. See average cost-per-click (CPC) costs.
- D. Invite others to access the account.

Correct Answer: C

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### QUESTION 4

Your client wants to increase the number of people visiting his website. When analyzing the data for his Search



campaign, which metric do you most want to improve?

- A. Clickthrough rate (CTR)
- B. Conversion rate
- C. Clicks
- D. Impressions

Correct Answer: A

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#### QUESTION 5

Amy, a new account manager at Bob's agency, will be working with three specific accounts underneath a My Client Center (MCC) account. Which is the best way for Bob to limit her access to only those accounts?

- A. Invite Amy as a read-only user on the MCC level, so she can view reports for the accounts she needs to see.
- B. Combine the campaigns from each account into a single AdWords account. Grant Amy access to that single account so she can manage all campaigns from one place.
- C. Create a new MCC account linked to the original MCC account, and then move the three accounts into that MCC. Grant Amy access to that sub-MCC only.
- D. Set up direct login emails to each of the three accounts, so Amy will log in to each account individually without gaining access to the other accounts linked to the MCC.

Correct Answer: C

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#### QUESTION 6

A lower CPA does not necessarily indicate higher profit. Why?

- A. A lower CPA may be due to changes in network distribution.
- B. A lower CPA may also have lower sales volume, reducing overall profit.
- C. A lower CPA may be due to changes in CPC bidding.
- D. A lower CPA may be due to additions in negative Keywords.

Correct Answer: B

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#### QUESTION 7

Why would an advertiser use sitelinks?

- A. To give customers quick access to multiple pages of an advertiser's website
- B. To showcase customer reviews with high-quality survey data



- C. To show a link that sends people to the app store or starts downloading an app
- D. To let customers click a button to call the business

Correct Answer: A

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### QUESTION 8

Your client noticed last month that his ad often showed up beside another advertiser's ad for the same search terms. How can you help your client understand how he is performing compared to other advertisers?

- A. Use the top movers report to show which campaigns have seen the biggest change in clicks since last month.
- B. Use the paid and organic report to show when his website appears in organic search, with no associated ads.
- C. Use the Search term report to show which search terms lead to the most clicks on his ads.
- D. Use the Auction insights report to show how often his ads rank higher in search results than those of other advertisers

Correct Answer: D

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### QUESTION 9

Advertising on TV, print, and radio typically requires a predetermined budget. What key differences enable some online advertising campaigns to invest with more flexibility without a predetermined budget in mind?

- A. Budgets cannot be applied to online campaigns due to constant changes in traffic.
- B. Online campaigns are highly measurable and can often automate a positive ROI. It can be strategic to capture all traffic without a predetermined budget as long as ROI is positive.
- C. AdWords budgets can only be set once annually and require a fixed commitment.
- D. Online campaigns generate clicks, whereas other channels generate exposure.

Correct Answer: D

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### QUESTION 10

An advertiser creates a new ad group in a campaign that is set to run on all relevant sites across the Google Display. If both keywords and placements are added to the ad group, they would work together to:

- A. Determine where on the Google Display Network the ads will run
- B. Impact search results and cost-per-click (CPC) on the Google Display Network
- C. Determine the target return on investment (ROI) for a given ad group
- D. Impact the time of ads that the impacts are eligible to show



Correct Answer: A

Reference:

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#### QUESTION 11

A client wants to promote her new mobile app by showing her ads in other mobile apps. How can AdWords help accomplish her goal?

- A. Google's Display Network includes many mobile apps where she could show her ad
- B. She can use keywords like "mobile app" to target people who are more likely to download her app
- C. Google's Search Network will help her target people who are more likely to download her app
- D. She can use mobile app extensions to reach users in apps

Correct Answer: A

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#### QUESTION 12

How can you see if people are searching for your client's services during the early morning and evening hours?

- A. Run a keyword diagnosis
- B. Segment performance statistics by time
- C. Run a Search terms report
- D. Monitor reach and frequency data

Correct Answer: B

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#### QUESTION 13

You can use audience targeting to show your ads to:

- A. specific groups of people, based on their interests
- B. specific websites, based on specific interests
- C. specific groups of people, based on their location
- D. groups of websites, based on specific interests

Correct Answer: A

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#### QUESTION 14



Which of these metrics is especially important to clients who are running a branding campaign?

- A. Average cost-per-click (avg. CPC)
- B. Impressions
- C. Clickthrough rate (CTR)
- D. Phone call conversions

Correct Answer: B

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#### QUESTION 15

An advertiser wants to show for the query chocolate bars when users search on chocolate bars with no other words in the query. What should the advertiser place on each side of the keyword?

- A. [Square brackets]
- B. "Quotation marks"
- C. (parentheses)
- D. Commas,

Correct Answer: A

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