



ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

The Google AdWords system rewards good Quality Score by

- A. Adding a free badge that identifies ads with high Quality Score as "top ads".
- B. Guaranteeing the associated ad to show on all relevant queries.
- C. Placing the associated ad in a higher position.
- D. Placing the most relevant ad into the natural search results.

Correct Answer: B

QUESTION 2

Google Analytics can help you learn more about the behavior of your client's customers because it shows you how:

- A. they perceive her products
- B. they interact with her website
- C. likely they are to become a regular customer
- D. likely they are to click her ads

Correct Answer: B

QUESTION 3

How can advertisers using click-to-play video ads grab the attention of their viewers?

- A. Use several lines of text on the opening image
- B. Use a standard banner as the opening image.
- C. Deliver key messages early in the video ad.
- D. Use silent videos to focus attention on images.

Correct Answer: B

QUESTION 4

In the case of a placement targeted ad on the Google Display Network, the Quality Score portion of calculating Ad Rank is based on:

- A. The quality of your image.



- B. The maximum CPC of the keyword that triggered an ad.
- C. Your daily budget
- D. The quality of your landing page.

Correct Answer: D

Reference: <http://www.netconnexion.com/blog/google-adwords-quality-score-explained/> (See Display network quality score)

QUESTION 5

An advertiser should group their campaigns by:

- A. type of product or service
- B. number of keywords
- C. maximum cost-per-click (CPC) bids
- D. number of ad groups per campaign

Correct Answer: A

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