



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

Google AdWords: Fundamentals

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### QUESTION 1

The maximum cost-per-click (CPC) bid is the:

- A. Amount an advertiser must pay to outbid competitors
- B. Amount an advertiser is required to pay to achieve top ad position
- C. Actual amount an advertiser pays for each click on an ad
- D. Most an advertiser is willing to pay for each click on an ad

Correct Answer: D

Reference: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=6326>

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### QUESTION 2

Which tool can be used if an advertiser wants to simulate Google searches, in order to see how geographic locations?

- A. Ad preview tool
- B. Landing page optimize
- C. AdWords Editor
- D. Search-based keyword tool

Correct Answer: A

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### QUESTION 3

Your ad can show to a potential customer when your targeted language matches:

- A. the customer's operating system language
- B. the customer's Google interface language setting
- C. the language of websites a user visits most often
- D. the customer's browser setting

Correct Answer: B

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### QUESTION 4

What value is used to determine whether your ad will show on a page and, if so, the ad's position?

- A. Quality Factor



- B. Quality Score
- C. Ad Rank
- D. Ad Score

Correct Answer: C

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#### QUESTION 5

When resetting a password in AdWords, what should a user keep in mind?

- A. The new password will work for AdWords and the old password will work for other Google products.
- B. The new password is now required to access all other Google products with the affected Google login.
- C. The password will need to be reset separately on other Google products that share the Google login.
- D. The user will need to sign into the Google Accounts page to update the password across all Google products.

Correct Answer: B

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