



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

Google AdWords: Fundamentals

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### QUESTION 1

What report can help you identify opportunities to improve your keywords and ads?

- A. Auction insights report
- B. Time segmentation report
- C. Search terms report
- D. Paid and organic report

Correct Answer: C

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### QUESTION 2

A co-worker needs to log into someone else's AdWords account to make changes and manage access levels. Which would be the appropriate AdWords account access level to assign to that co-worker?

- A. Administrative
- B. Standard
- C. Reports
- D. Managed

Correct Answer: B

Reference: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=70619>

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### QUESTION 3

Your text ad includes the phrase "Your friend has a crush on you, See more!". Why could your ad be disapproved according to AdWords policies?

- A. Ads cannot simulate email inbox notifications or fake "friend/crush" requests.
- B. Ads cannot contain exclamation points.
- C. Ads cannot contain the phrase "See more!"
- D. Ads cannot contain that amount of characters.

Correct Answer: B

Reference: [http://onlinebusiness.about.com/od/buyingadvertising/ss/adwords-formats\\_7.htm](http://onlinebusiness.about.com/od/buyingadvertising/ss/adwords-formats_7.htm) (see 9th bullet on the page)

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#### QUESTION 4

With social extensions, how are +1's calculated for your ad and Google+ page?

- A. Only +1's from your Google+ page is showing in the count that is visible on your ad.
- B. Any +1 on your ad is displayed as a part of your display campaigns, but has no bearing on your quality score or Ad Rank.
- C. Only +1's from your ads are calculated, your Google+ page is considered a separate campaign.
- D. Any +1 on your ad applies to your Google+ Page as well. All +1's from your Google+ Page are also applied to your AdWords ads.

Correct Answer: D

Reference: <http://www.google.com/ads/innovations/socialextensions.html>

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#### QUESTION 5

Tom wants to promote his windshield repair company's emergency service by reaching people when they're searching for help. Which campaign type is a good fit?

- A. "Display Network"
- B. "Search Network"
- C. "Search Network with Display Opt-in"
- D. "Shopping"

Correct Answer: B

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