



ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals





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QUESTION 1

The Opportunities tab with AdWords can be used to:

- A. See an overview of how your campaigns are performing
- B. Find keyword, bid, and budget ideas that can help improve your campaign performance
- C. Find account reporting tools that will help you manage your daily budget
- D. Create and edit campaigns, ads, keywords, and campaign settings

Correct Answer: B

Reference: <https://support.google.com/adwords/answer/1704390?hl=en>

QUESTION 2

Quality Score on Google search is evaluated:

- A. Every 48 hours.
- B. Every 24 hours.
- C. Every time someone does a search that triggers your ad
- D. None of the above.

Correct Answer: C

Reference: <https://support.google.com/adwords/answer/2454010?hl=en> (see `How we calculate quality score`)

QUESTION 3

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

QUESTION 4

Someone using Google Russian domain (Google.ru) changes the language to English on the "preferences" page. This



user may see ads targeted to:

- A. Russian speakers in the Czech Republic.
- B. English speakers in the United States.
- C. Russian speakers in the Germany
- D. English speakers in Russia

Correct Answer: D

QUESTION 5

During campaign creation, advertisers can choose to place their ads on:

- A. Specific placements within the Search and Display Networks.
- B. The Placement and Display Networks.
- C. The Search and Display Networks.
- D. Specific placements within the Search Network.

Correct Answer: C

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