



ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

How are negative keywords different from other keywords?

- A. They can increase your costs
- B. They can only be used for ads on the Display Network
- C. They make your ad appear for search terms that you don't want
- D. They prevent your ad from showing for search terms that you don't want

Correct Answer: D

QUESTION 2

A bilingual user searches Google.com (the Google US domain) and has set Spanish as the proffered Google language. In order to target this particular user, which campaign language setting should an advertiser use?

- A. Bilingual
- B. Portuguese
- C. Spanish
- D. English

Correct Answer: C

QUESTION 3

An advertiser using standard delivery notices at around 4 p.m. that the daily budget for one campaign has been reached serving for this campaign, but other campaigns are still running as normal. The most likely cause for this is that the:

- A. AdWords system automatically attempted to deliver most clicks by noon.
- B. Advertiser set the wrong time zone for the account.
- C. Campaign accrued clicks more quickly than the AdWords system anticipated.
- D. New keywords added to the campaign were disapproved.

Correct Answer: C

QUESTION 4

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 5

What is the impact of poor landing page quality on an ad group?

- A. The entire campaign will be paused.
- B. The ads in the ad group will be disapproved due to low Quality Score.
- C. The keywords in the ad group will be paused.
- D. The keywords in the ad group will have a lower Quality Score.

Correct Answer: D

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