

ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

Holly is managing the online marketing efforts for a bakery in her city. Holly is building the bakery's website with the intent of the site being able to be ranked high in the Google's organic listings. Holly is focusing on keywords that users will likely be searching for, such as 'wedding cakes' and 'cupcakes' for her city. What term best describes the goals Holly has for the bakery's website?

- A. Localized search results
- B. Search engine marketing
- C. Search engine optimization
- D. Organic marketing

Correct Answer: C

QUESTION 2

Which of the following tools is used to manage multiple Google AdWords accounts?

- A. My Client Center
- B. Picasa
- C. Keyword Tool
- D. Campaign Manager

Correct Answer: A

QUESTION 3

AdWords Editor is account management software. Which of the following are the benefits of using AdWords Editor?

Each correct answer represents a complete solution. Choose all that apply.

- A. You upload changes to AdWords at any time.
- B. You can perform advanced searches and edits.
- C. You can store and navigate one or more accounts.
- D. You can work offline on your Mac or PC.

Correct Answer: ABCD

QUESTION 4

Juliet has downloaded and installed the Google AdWords editor for her business. Over the past several months she's deleted ad groups, so she doesn't want to see these deleted items anymore.

How can she hide the deleted items through the AdWords Editor?

- A. Juliet can hide the deleted items through the Account menu and Settings option
- B. Juliet can hide the deleted items through the File menu and Preferences option
- C. Google AdWords always keeps a history of the deleted items, so Juliet can reactive these ads.
- D. Juliet can hide the deleted items through the Tools menu and Settings option

Correct Answer: D

QUESTION 5

You are managing a Google AdWords account for your company. Your manager informs you that she wants you to create a daily budget of \$75 and hit this budget everyday in Google ads, but also get the most clicks as possible for this budget. Considering this scenario, which of the

following tools will help you hit your daily budget of \$75, and still maximize the clicks you receive?

- A. Use the automatic bidding option
- B. Use the conversion optimizer
- C. Use the ad scheduling option
- D. Use a CPM ad campaign

Correct Answer: A

QUESTION 6

Ben has installed conversion tracking for his website. Google recommends that Ben use the

Google Site Stats text block; so users on his site may accept or not accept, the conversion tracking code. Where should Ben place the Google Site Stats text block on his site?

- A. The Google Site Stats should be placed on a corner of Ben's sales page on his website.
- B. The Google Site Stats should be placed in the header information for each page on Ben's website.
- C. The Google Site Stats should be placed on a corner of Ben's landing page for Google AdWords traffic on his website.
- D. The Google Site Stats should be placed on a corner of Ben's confirmation page on his website.

Correct Answer: D

QUESTION 7

How many minimum conversions a campaign must have received in the last 30 days for using the Conversion Optimizer?

- A. 5
- B. 15
- C. 10
- D. 7

Correct Answer: B

QUESTION 8

Which of the following formulas is used to calculate Actual CPC?

- A. Actual CPC = (Ad Rank to beat + Quality Score) - \$0.01
- B. Actual CPC = (Ad Rank to beat Quality Score) + \$0.01
- C. Actual CPC = (Ad Rank to beat Quality Score) - \$0.01
- D. Actual CPC = (Ad Rank to beat x Quality Score) + \$0.01

Correct Answer: B

QUESTION 9

Alice is managing a Google AdWords campaign for her company. She is currently using just text ads and mobile ads, but has recently decided to try device platform targeting. She tells her manager that she's going to target iPhones for her ads. Her manager is concerned that this isn't a good idea, because she's already using mobile ads. What should Alice do?

- A. There's no reason to use device platform targeting for iPhones, because Alice is already using mobile ads.
- B. Device platform targeting has no bearing on mobile format ads.
- C. There's no reason to change anything; mobile ads show up in iPhones already.
- D. Targeting iPhones and other mobile devices will remove the text ads from Google search, unless the users are on an iPhone or other mobile device.

Correct Answer: B

QUESTION 10

Which of the following policies prohibits advertising if the business model is deemed unacceptable according to AdWords Terms and Conditions?

- A. Link policies
- B. Content policies
- C. Quality policies
- D. Editorial and format policies

Correct Answer: B

QUESTION 11

Which of the following terms refers to the amount of time it takes for a user to view the landing page after clicking an ad?

- A. Load time
- B. Click-through rate
- C. ROI
- D. Quality score

Correct Answer: A

QUESTION 12

You are a Google AdWords professional explaining how your client should create a budget for their Google AdWords campaign. The client is confused how Google AdWords determines the lowest possible value for the highest position of the ad. You explain that Google AdWords uses a combination of the Quality Score and the CPC bid. The customer still isn't satisfied and wants a more in-depth explanation. Which of the following is the best description how Google AdWords determines ad ranks in search pages?

- A. Google AdWords will divide the Ad Rank of the ad showing above you by your Quality Score, then round off to the nearest cent.
- B. Google AdWords will divide the Ad Rank of the average bid of all ads competing you're your keywords by your Quality Score, then round off to the nearest cent.
- C. Google AdWords will divide the Ad Rank of the ad showing beneath you by your Quality Score, then round off to the nearest cent.
- D. Google AdWords considers whoever bids the highest for a keyword and then that person moves to the top of the order.

Correct Answer: C

QUESTION 13

Julie's company has created a video ad for the Google Content Network and she has elected to use the CPC pricing. Julie's manager is concerned that the CPC pricing will be expensive, as the company will have to pay each time the

video is played. What should Julie tell her manager about the costs of the CPC pricing?

- A. The company will pay for each click to watch the video, as long as the person watches the video in its entirety.
- B. The company will pay for each click on the video that leads a user to the destination website.
- C. The company will pay for each click to watch the video.
- D. The company will pay for each click on the video's stop button, as video ads are being played automatically.

Correct Answer: B

QUESTION 14

Holly has a business of selling coffee beans online. She would like to start using Google AdWords but she has a limited budget for advertising. Which one of the following keywords would likely help Holly the most, considering her limited budget?

- A. -tea -free -samples
- B. Coffee
- C. Holly should add as many keywords as possible and then use the CPM method.
- D. Gourmet coffee beans

Correct Answer: D

QUESTION 15

Alice manages several AdWords accounts and she has three assistants who help with the management of the accounts. Alice receives a phone call from one of her clients regarding recent Google AdWords clicks. The client reports that he thinks something is amiss with his account, and thinks someone has changed the budget. How can Alice review any changes to the account and, if necessary, determine if someone has made changes to the account's budget?

- A. Alice should use the AdWords Editor.
- B. Alice should use the AdWords API.
- C. Alice should use the Change History Tool.
- D. Alice should use the My Client Center.

Correct Answer: C
