

Google AdWords Advertising Fundamentals Exam Practice Test

Question 1

How many locations you can target in a campaign ?

- A any number of locations by making combination countries, territories, regions, cities.
- B 1
- C 100
- D 1000

Option: A

Question 2

You noticed last month that your ad often showed up beside another advertiser's ad for the same search terms. How can you understand how you are performing compared to other advertisers?

- A Use the Auction insight report to show how often your ads rank higher in search results than those of other advertisers.
- B Use the top movers report to show which campaigns have seen the biggest change in clicks since last month
- C Use the Search term report to show which search terms lead to the most clicks on his ads.
- D There is no report that can let you analyze what you are looking for.

Option: A

Question 3

While setting up a Search Network campaign, you want to maximize the number of clicks you can get. Which bidding strategy should you use to achieve this goal?

- A Manual cost-per-click (CPC)
- B Cost-per-thousand impressions (CPM)
- C Cost-per-acquisition (CPA)
- D Automatic cost-per-click (CPC)

Option: D

Question 4

Trinity's jewellery store just started selling diamond jewellery. She wants to show image ad announcing the new collections to people who are browsing websites about diamond jewellery. Which campaign type is a good fit?

- A "Display Network only - All features"
- B "Search Network only - Standard"
- C "Search Network only - All features"
- D "Shopping"

Option: A

Question 5

You want to generate leads with your AdWords campaign by encouraging people to fill out an interest form on your website. What do you need to know to measure return on investment (ROI) for this campaign?

- A The percentage of budget spent compared to how many forms were completed
- B The number of clicks your ad received divided by the number of times it showed
- C How much you've spent on the campaign compared to the value of leads generated
- D None of these

Option: A

Question 6

What's one of the benefits of using ad extensions?

- A Extensions are automated so you don't have to create your ads
- B Extensions ensure a higher clickthrough rate (CTR) because they make your ad more prominent
- C Extensions increase your reach by showing your ad on more advertising networks
- D Extensions provide additional information to make your ads more relevant to customers

Option: D

Question 7

Your campaign is consistently meeting its average daily budget. What should you do to maximize your budget throughout all hours of the day?

- A Lower your bid
- B Lower the daily budget amount

- C Change the ad delivery method from "Accelerated" to "Standard"
- D Increase the Max CPC bid

Option: C

Question 8

Which of these changes can be done at Account level?

- A Budget and placements
- B timezone and currency
- C language and number preferences
- D Site exclusions and negative keyword

Option: C

Question 9

Why should you link your client's AdWords account to Google's Webmaster Tools?

- A See which campaigns have the biggest changes in clicks, costs, and conversions
- B See how often your ads rank higher in search results than those of other advertisers participating in the same auction
- C See how your ads performed when triggered by actual searches
- D See if people reach your client's website via ads or organic search results

Option: D

Question 10

Google Search Network shows your ad when someone searches for terms that are similar to you:

- A Ad Text
- B Website
- C Placements
- D Keywords

Option: D

Question 11

Sara manages a local gym and is running an ad to drive more free trial memberships. What could she include in her ad text?

- A Add a call-to-action like "Sign up for a free trial"

- B A call-to-action like "Visit our gym now"
- C A prominent headline like "TRIAL MEMBERSHIPS AVAILABLE"
- D None of these

Option: A

Question 12

Among the below mentioned scenarios, which client should advertise on the Google Search Network?

- A Jim, who wants to reach people looking for plumbing services
- B Tony, who wants to reach people browsing personal development websites about business success
- C Bill, who wants to reach people watching Youtube Videos
- D Non of these

Option: A

Question 13

I want my ads to show on certain sites across the internet, then I should add these websites as:

- A Keywords
- B Placements
- C Audiences
- D Topics

Option: B

Question 14

An advertiser campaign is getting a lot of clicks, but the conversion rate is low which approach should you suggest to help improve that advertiser's conversion rate?

- A Increase average daily budget for the campaign
- B Add new keywords to get even more clicks
- C Increase the cost-per-click bid for low performing keywords
- D Make sure the landing page is closely related to the ad

Option: D

Question 15

You can make changes to location and language targeting at?

- A Account level

- B Campaign level
- C Ad Group level
- D Only if you choose display network

Option: B

Question 16

When reviewing Client's Search Network campaign, you notice that the ads in one of the ad groups have low average position. Which flexible bid strategy should you use to help to help improve the position of these ads?

- A Maximize clicks
- B Enhanced cost-per-click
- C Target return on ad spend (ROAS)
- D Target search page location

Option: D

Question 17

Jerry owns a car store and is creating an ad group for car rentals. What would be the most appropriate landing page for his ad?

- A A page with information on car learning and contact form
- B A page with information on car rentals and a contact form
- C His homepage, with links to car sales, rentals, and car accessories
- D A page with a wide selection of cars for sale

Option: B

Question 18

An advertiser has decided that they want to spend \$1216 per month for their campaign. How would you recommend they set their budget in their AdWords account?

- A Set a daily budget of \$40 for the advertiser's account
- B Set a bid of \$40 per ad group
- C Set a daily budget of \$20 for the advertiser's campaign
- D Set a daily budget of \$40 for the advertiser's campaign

Option: D

Question 19

How do we specify a phrase match keyword ?

- A surround entire keyword with {}
- B surround entire keyword with ""
- C surround entire keyword with []
- D surround entire keyword with ()

Option: B

Question 20

Which bidding strategy should Ajay use if his goal is to get more people to call her local catering business?

- A Cost-per-view (CPV)
- B Cost-per-thousand-impressions (CPM)
- C Cost-per-acquisition (CPA)
- D Cost-per-click (CPC)

Option: C

Question 21

You can use audience targeting to show your ads to:

- A specific groups of people, based on their interests
- B specific websites, based on specific interests
- C specific groups of people, based on their location
- D groups of websites, based on specific interests

Option: A

Question 22

Advertising on TV, print, and radio typically requires a predetermined budget. What key differences enable some online advertising campaigns to invest with more flexibility without a predetermined budget in mind?

- A Online campaigns are highly measurable and can often automate a positive ROI. It can be strategic to capture all traffic without a predetermined budget as long as ROI is positive.
- B AdWords budgets can only be set once annually and require a fixed commitment.
- C Online campaigns generate clicks, whereas other channels generate exposure.
- D Budgets cannot be applied to online campaigns due to constant changes in traffic.

Option: C

Question 23

Conversion Tracking helps you improve the return on investment (ROI) from your online advertising because it:

- A shows you which ads lead to customer actions that have value for your business
- B automatically gives you personal details about the people who convert
- C focuses on getting customers to complete an online purchase
- D All of these

Option: A

Question 24

Tony performs a Google search from his desktop computer using query "New York flats on rent" . He will be shown ads ?

- A targeted to his actual location only
- B based on his Google history
- C targeted to New York city irrespective of his actual location because city name was used in the search phrase / query
- D None of these

Option: C

Question 25

What an advertiser should prefer in order to keep viewers interested in watching his click-to-play video ad?

- A Write everything you want on the opening image (like many lines of text ,etc)
- B keep opening image plane dont write anything
- C Video should not relate to the product or services you are promoting
- D Deliver key messages as soon as possible

Option: D

Question 26

What is the default match type applied on a new keyword submitted to an ad group without quotes or brackets?

- A Phrase
- B Broad Modifier
- C Negative

D Broad

Option: D

Question 27

You should group your/client's adwords campaigns by:

- A keywords length
- B number of keywords
- C number of Ad Groups per campaign
- D type of product or service

Option: D

Question 28

Your client wants to improve her ad position. What would you recommend?

- A Make Max CPC 2 times the current Max CPC
- B Add more keywords and increase daily budget
- C Improve Quality Score and decrease bid amount
- D Improve the ad quality and increase bid amount

Option: D

Question 29

Which of the following items is not a component of Quality Score?

- A Ad relevance
- B Maximum cost-per-click (max. CPC) bid
- C Landing page experience
- D Expected clickthrough rate (CTR)

Option: B

Question 30

When creating text ads to advertise a small chain of Italian restaurants, what should you include in the ad text to make it compelling to potential customers?

- A Information about Italian food in the description
- B Use the same headline and description as other advertisers
- C Include call-to-actions, such as "Find the nearest location"
- D None of these

Option: C

Question 31

What happens in managed placements?

- A You can select any site on Internet and Google can display your ad their
- B AdWords will find appropriate sites to place your ads on Display network
- C You can select one site on which your ad will appear
- D An advertiser can specifically chose websites, videos, and apps that are part of the Google Display Network where he would like to show his ads.

Option: D

Question 32

CPM bidding can be used on Display and Search Network?

- A True
- B False

Option: B

Question 33

In order to better serve or attract customers who are using mobile devices, it's important to:

- A Send users to the best and most attractive page of your website.
- B Include your mobile number as your display URL
- C Send users to a page full of Attractive Images & Videos
- D Send users to a mobile-friendly landing page.

Option: D

Question 34

Why is it important when a client manager is setting up an Adwords Account for you to ensure that an account should be created using your own sign in email details?

- A to ensure full access and control over the adwords account.
- B to make sure that client manager has full access to all your Google products and details
- C So that you can have read only access to this account
- D None of these

Option: A

Question 35

George wants to reach people searching for baked goods, but only wants his ads to show during the hours he's open for business. Which campaign type is a good fit?

- A "Search Network with Display Select - All features"
- B "Search Network only - All Features"
- C "Display Network only - All Features"
- D "Display Network only - Remarketing"

Option: A

Question 36

How can you see if people are searching for your services during the early morning and evening hours?

- A Monitor reach and frequency data
- B Segment performance statistics by time
- C Run a keyword diagnosis
- D None of these

Option: A

Question 37

If you have a small business which provides services to particular area of the city then which type of location targeting you should prefer?

- A Country wide location targeting
- B City level location targeting
- C Proximity targeting or "Target a radius"
- D State level location targeting

Option: C

Question 38

Your client wants to increase the number of people visiting his website. When analyzing the data for his Search campaign, which metric do you most want to improve?

- A Clickthrough rate (CTR)
- B Conversion rate
- C Impressions
- D Converted clicks

Option: A

Question 39

Conversion rate indicates how often a click has led to a conversion?

- A True
- B False

Option: A

Question 40

For a branding campaign which of these metrics is especially important?

- A Sitelink Extensions
- B Impressions
- C Average Cost-Per-Click (avg. CPC)
- D Clickthrough rate (CTR)

Option: B

Question 41

When choosing a Max. CPC bid, you should consider the amount that you make from a purchase because you want to set a bid amount that's:

- A 50% of how much your product is worth
- B the same amount as the profit generated by your product
- C based on how much your product is worth
- D 25% of how much your product is worth

Option: C

Question 42

Using Duplicate Keywords across different ad group and campaigns is recommended by Google?

- A True
- B False

Option: B

Question 43

Rachel sells t-shirts featuring vintage album covers. She wants people searching for unusual t-shirts to find her website, but she also thinks people interested in music might make a purchase. What campaign type would you recommend?

- A "Search Network only - All features"
- B "Search Network with Display Select - All Features"

- C "Display Network only - All features"
- D "Display Network only - Remarketing"

Option: B

Question 44

A person sitting in India searches on "Google.com.au" (Australian google domain). Will see ads targeted to ?

- A Australia
- B US
- C Ads from all over the world
- D None of these

Option: A

Question 45

A potential customer asks you that "We already have good rank in organic listings, why we should go for Adwords and get listed in both". What will you tell this customer?

- A If you are listed in both you will generate more traffic
- B Your organic ranking will rank you Ads in top positions
- C Organic ranking is not good you should always go for Adwords Ads
- D Your organic rankings will further improve if you are using Adwords Ads

Option: A

Question 46

You noticed from the Search Terms Report that certain search terms are leading to a higher number of clicks on your ads. What will you do with this information?

- A Add search terms that are not leading to many clicks as negative keywords
- B make sure relevant search terms are keywords and adjust bid or ad text for these keywords
- C Add sitelinks to your ads to make them even more prominent.
- D Make sure all of these search terms are included as keywords, regardless of relevance

Option: B

Question 47

If you add a Broad Match modifier to any term that are part of your broad match keyword phrase then?

- A your ads can only show when someone's search does not contains those modified terms, or close variations of the modified terms, in any order.
- B your ads can only show when someone's search contains those modified terms, or close variations of the modified terms, in any order.
- C your ads can show when someone's search only contains those modified terms, or close variations of the modified terms.
- D None of these

Option: B

Question 48

What is a Query?

- A It is a sentence with minimum 3 words
- B a word or phrase that a user writes into the search engine
- C it is a question with one answer
- D none of these

Option: B

Question 49

If I add a keyword phrase '+cricket +bats' then my Ad may show on searches for?

- A cricket bats
- B english willow cricket bats
- C english willow bats
- D baseball bats

Option: A & B

Question 50

While creating your keyword list, why you should leave out misspellings and plurals forms of keywords (You are using BROAD MATCH) ?

- A Adwords only shows an ad for keywords with proper spelling and plural forms
- B AdWords can automatically include these variations for you
- C Your keyword list will be disapproved by Google Search Network Team
- D None of these

Option: B