

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

Google AdWords: Fundamentals

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## QUESTION 1

[Two ways to identify a keyword's Quality Score are to view the Quality Score column and to:

- A. Download a campaign level report from the Campaigns tab.
- B. Click on the speech bubble icon next to that keyword.
- C. Click on the "See search terms" button next to that keyword.
- D. Click keyword into the Traffic Estimator tool.

Correct Answer: B

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## QUESTION 2

You would choose to advertise on the Search Network if you wanted to:

- A. reach customers while there's searching for your products or services
- B. choose the types of websites where you want your ads to show
- C. choose from a range of ad formats, like video and image ads
- D. reach customers browsing websites related to your business

Correct Answer: A

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## QUESTION 3

If an advertiser improves the Quality Score of a keyword, this keyword may:

- A. Be more likely to appear in bold when displayed in an ad
- B. Automatically reset its match type to Broad
- C. Earn the ad a higher average position
- D. Receive fewer impressions on the Search Network

Correct Answer: C

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## QUESTION 4

Which is a benefit of advertising online?

- A. Increase your position in organic search results
- B. Make money by showing ads on your website

- C. Automatically collect information about potential customers
- D. Reach people who are likely interested in what you\\re advertising

Correct Answer: D

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## QUESTION 5

The main goal of automatic cost-per-click (CPC) bidding is to:

- A. Generate as many conversions as possible within an advertisers\\' target budget.
- B. Generate as many clicks as possible within an advertiser\\'s target budget.
- C. Achieve the target average CPC specified by the advertiser.
- D. Achieve the target ad position specified by the advertiser.

Correct Answer: B

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