ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

What should an advertiser use to organize ad groups?

A. Common themes

B. Maximum cost-per-click (CPC)

C. Number of words per keyword

D. Location targeting

Correct Answer: A

QUESTION 2

Tom wants to promote his windshield repair company\\'s emergency service by reaching people when they\\'re searching for help. Which campaign type is a good fit?

A. "Display Network"

B. "Search Network"

C. "Search Network with Display Opt-in"

D. "Shopping"

Correct Answer: B

QUESTION 3

How do managed placements on the Display Network work?

A. Advertisers can guarantee placement on prominent and popular sites.

B. Keywords are used to place ads next to content that matches the ad.

C. Advertisers manually select the desired sites on which their ads may appear.

D. Appropriate sites are automatically chosen for the advertiser by the Google AdWords system.

Correct Answer: C

Reference: https://support.google.com/adwords/answer/99502?hl=en

QUESTION 4

What happens as a result of a search campaign consistently meeting its daily budget?

A. Fewer sites targeted at once

B. Accelerated ad delivery

C. Missed potential ad impressions

D. Higher average cost-per-clicks (CPCs)

Correct Answer: C

QUESTION 5

How are managed placements defined?

A. Appropriate sites are automatically chosen for the advertiser by the Google AdWords system.

B. Advertisers manually select the desired sites on which their ads may appear.

C. Keywords are used to place ads next to content that matches the ad.

D. Advertisers can guarantee placement on prominent and popular sites

Correct Answer: B

Reference: http://adwords.google.com/support/aw/bin/answer.py?hl=enandanswer=99502

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