

ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

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

QUESTION 2

A benefit of My Client Center (MCC) is the:

- A. Dashboard that provides summaries of statistics for all client accounts.
- B. Ability to edit campaign settings across multiple accounts simultaneously.
- C. Increased Quality Score enjoyed on shared keywords.
- D. Ability to link multiple accounts with Google Analytics.

Correct Answer: A

QUESTION 3

When sitelinks are set at both the campaign and ad group level, which will be displayed?

- A. Sitelinks with the highest ad rank.
- B. Sitelinks at the ad group level.
- C. Sitelinks related to the query searched.
- D. Sitelinks from both the campaign and ad group.

Correct Answer: C

QUESTION 4

An advertiser creates a new ad group in a campaign that is set to run on all relevant sites across the Google Display Network. If both keywords and placements are added to the ad group, they would work together to:

- A. Impact the time of day that the ads are eligible to show.

- B. Determine the target return on investment (ROI) for a given ad group
- C. Impact search results and cost-per-click (CPC) on the Google Display Network.
- D. Restrict the ads to specific sites and show them only when the content of a that site's page is relevant to the keywords.

Correct Answer: D

QUESTION 5

When setting up a Search Network campaign for a client, you want her ad to get as many clicks as possible within her budget. Which bid strategy should you use to achieve this goal?

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

Correct Answer: C

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