

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

Google AdWords: Fundamentals

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## QUESTION 1

Your agency won four new clients. Three have the potential to track conversions and may consider an unlimited budget if ROI is positive. Which three? (Choose three.)

- A. Custom-branded merchandiser tracking inquiries, some of which convert to a deal
- B. Retail e-commerce selling luxury hats and tracking transactions
- C. Network security company tracking free trials, some of which convert to a purchase
- D. Improve comedy group promoting a mysterious video with no immediate ways to interact

Correct Answer: ABC

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## QUESTION 2

What report can help you identify opportunities to improve your keywords and ads?

- A. Auction insights report
- B. Time segmentation report
- C. Search terms report
- D. Paid and organic report

Correct Answer: C

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## QUESTION 3

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

- A. A promotion like "20% off fitness classes"
- B. A prominent headline like "TRIAL MEMBERSHIPS AVAILABLE"
- C. A call-to-action like "Sign up for a free trial"
- D. A call-to-action like "Visit our gym now"

Correct Answer: C

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## QUESTION 4

What's a benefit of having multiple ads in an ad group?

- A. Ads are only eligible to show at the top of the page if there's more than one ad in that ad group.

- B. AdWords will automatically match each ad to the keywords it's most relevant to.
- C. When using optimize for clicks, AdWords will automatically rotate your ads and give the best performing ones a better chance of showing more often.
- D. Ads are only eligible to show ad extensions if there's more than one ad in that ad group.

Correct Answer: C

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## QUESTION 5

In the case of a placement targeted ad on the Google Display Network, the Quality Score portion of calculating Ad Rank is based on:

- A. The quality of your image.
- B. The maximum CPC of the keyword that triggered an ad.
- C. Your daily budget
- D. The quality of your landing page.

Correct Answer: D

Reference: <http://www.netconnexion.com/blog/google-adwords-quality-score-explained/> ( See Display network quality score)

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## QUESTION 6

Which tool can be used if an advertiser wants to simulate Google searches, in order to see how geographic locations?

- A. Ad preview tool
- B. Landing page optimize
- C. AdWords Editor
- D. Search-based keyword tool

Correct Answer: A

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## QUESTION 7

If your ad serving option is set to "optimize" and there are multiple variations of your text ads within the same ad group. AdWords will:

- A. Automatically increase your quality score based on the average CTR of the ad group.
- B. Automatically try to show the best performing ad more often.
- C. Automatically lower your bids according to your CPA goal.

D. Automatically serve the ad with the highest maximum CPC the most often.

Correct Answer: B

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## QUESTION 8

How often does the AdWords system run an auction to decide which ads to show on the Google search page?

- A. Once every two hours for a given keyword.
- B. Once every 24 hours for a given keyword.
- C. Every time a user enters a search query.
- D. Every time a new advertiser adds a keyword to an account.

Correct Answer: C

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## QUESTION 9

How does the creation of ad groups with closely-related keyword lists improve Google Display Network performance?

- A. The ads will be placed on more relevant sites.
- B. The ads will reach users in different parts of the buying cycle.
- C. It will be easier to determine how users found the website.
- D. The ads will be more likely to appear on manually-selected placements.

Correct Answer: A

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## QUESTION 10

Your ad is live on Google search, and you want to continue to check it over time to see if it is still running. Why is it advised that you use the Ad Preview and Diagnosis tool instead of doing searches to find your ad on Google.com?

- A. By performing searches that trigger your ad, you are inflating the amount of predicted impressions on the search keywords, which may impact your organic search ranking.
- B. By performing searches that trigger your ad, you will automatically be charged for the impressions and may use all of your daily budget too quickly.
- C. By performing searches that trigger your ad, you will rack up impressions without clicks, which can lower your click through rate and prevent your ad from appearing as often as it should.
- D. None of these options are correct

Correct Answer: C

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## QUESTION 11

The Opportunities tab with AdWords can be used to:

- A. See an overview of how your campaigns are performing
- B. Find keyword, bid, and budget ideas that can help improve your campaign performance
- C. Find account reporting tools that will help you manage your daily budget
- D. Create and edit campaigns, ads, keywords, and campaign settings

Correct Answer: B

Reference: <https://support.google.com/adwords/answer/1704390?hl=en>

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## QUESTION 12

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

- A. An exclamation point in the display URL
- B. Information about Italian food in the description
- C. Use the same headline and description as other advertisers
- D. Include call-to-actions, such as "Find the nearest location"

Correct Answer: D

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## QUESTION 13

Which of these metrics is especially important to clients who are running a branding campaign?

- A. Average cost-per-click (avg. CPC)
- B. Impressions
- C. Clickthrough rate (CTR)
- D. Phone call conversions

Correct Answer: B

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## QUESTION 14

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

- A. Extensions provide additional information to make your ads relevant to customers

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

Correct Answer: C

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## QUESTION 15

Which is a benefit of AdWords for search marketing?

- A. Collect contact information automatically from potential customers.
- B. Understand how customers navigate websites.
- C. Acquire potential qualified customers.
- D. Increase position in organic search results.

Correct Answer: C

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