

ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

An advertiser wants to target people on the Search Network who have previously visited their website. What should they do?

- A. They should use device targeting
- B. They should create remarketing lists for search ads
- C. They should use location targeting
- D. They should use placement targeting

Correct Answer: B

QUESTION 2

Which method would be recommended for an advertiser who is trying to increase the Quality Score of low keyword?

- A. Modify the ad associated with that keyword to direct to a highly-relevant landing page.
- B. Increase the daily budget for the campaign in which the keyword is located.
- C. Delete the keyword and add the keyword to the campaign again.
- D. Repeat the keyword as many times as possible in the ad text.

Correct Answer: A

QUESTION 3

You can use the Contextual Targeting Tool to:

- A. See which images and text ads within your campaign are performing best on the specific websites you are targeting.
- B. Manage CPC bids for contextual campaigns within your account.
- C. Run a report to determine which keywords are most likely to convert based on the past 30-days of your campaign.
- D. See potential web pages where your ad can appear based on your keywords.

Correct Answer: D

Reference: <https://support.google.com/adwords/answer/2404186>

QUESTION 4

An advertiser creates a new search campaign with the goal of driving traffic to a new website. The advertiser wants to spend very little time setting and managing individual keyword. Which is the best bidding option for this advertiser?

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

Correct Answer: A

QUESTION 5

A best practice for optimizing ad text is to:

- A. Ensure the ad text is general enough to apply to an entire site.
- B. Include keywords from landing page Meta tags.
- C. Test multiple variations in each ad group.
- D. Use all capital letters to promote visibility.

Correct Answer: C

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