

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

Google AdWords: Search Advertising

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**QUESTION 1**

Beth is advising Mark on his online business and his SEO and SEM goals. Mark has identified his first goal of search engine marketing: to get people to sign up for his free newsletter. Beth agrees that this is a good goal. What term should Beth and Mark use to describe their goal in this instance?

- A. Client
- B. Branding
- C. Direct response
- D. Conversion

Correct Answer: D

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**QUESTION 2**

How many minimum conversions a campaign must have received in the last 30 days for using the Conversion Optimizer?

- A. 5
- B. 15
- C. 10
- D. 7

Correct Answer: B

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**QUESTION 3**

Ben has installed conversion tracking for his website. Google recommends that Ben use the

Google Site Stats text block; so users on his site may accept or not accept, the conversion tracking code. Where should Ben place the Google Site Stats text block on his site?

- A. The Google Site Stats should be placed on a corner of Ben's sales page on his website.
- B. The Google Site Stats should be placed in the header information for each page on Ben's website.
- C. The Google Site Stats should be placed on a corner of Ben's landing page for Google AdWords traffic on his website.
- D. The Google Site Stats should be placed on a corner of Ben's confirmation page on his website.

Correct Answer: D

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**QUESTION 4**

You have decided to put several of your Google AdWords accounts into a Manager Defined Spend. With this approach, how will you be required by Google to pay for the billing?

- A. Credit card
- B. Bank transfer
- C. Check or Wire Transfer
- D. Each account in the MCC will need to have a credit associated with it, to pay for their CPC or CPM charges.

Correct Answer: C

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**QUESTION 5**

Which of the following statements is true about CPM ads in the Google Content Network?

- A. CPM ads require prepayment to participate in the Google Content Network.
- B. CPM ads always occupy the entire ad space on a web page in the Google Content Network.
- C. CPM ads are not allowed in the Google Content Network.
- D. CPM ads require text only in the Google Content Network.

Correct Answer: B

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