

ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

Which is a benefit of advertising online?

- A. Increase your position in organic search results
- B. Make money by showing ads on your website
- C. Automatically collect information about potential customers
- D. Reach people who are likely interested in what you\\'re advertising

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

An advertiser creates a new ad for an ad group that advertises diamond necklaces. To which page of the website should the ad\\'s destination URL lead?

- A. Pearl and Diamond Necklaces
- B. All jewelry
- C. Gold and Silver Necklaces
- D. About Us

Correct Answer: A

QUESTION 4

How should an advertiser with stores in both India and Germany set up an AdWords account to target users in these different locations?

- A. Create two separate ad groups, each targeting one of these locations.

- B. Create two separate campaigns, each targeting one of these locations.
- C. None of the above. AdWords can't target users in specific locations.
- D. Create two separate accounts, one for each of these locations.

Correct Answer: B

QUESTION 5

Sally's Spice Store sells a variety of spices and healthy cooking ingredients. Which targeting method should Sally choose if she wants her ads to show on websites that focus on health, wellness, and home-cooking?

- A. Location targeting
- B. Intuitive targeting
- C. Topic targeting
- D. Placement targeting

Correct Answer: C

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