

ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

Which can be controlled at the ad-group level of an AdWords account?

- A. Daily budget
- B. Geographic targeting
- C. Placements
- D. End dates

Correct Answer: C

QUESTION 2

You signed 3 new clients, each with an existing AdWords accounts. What's the best way to manage these accounts?

- A. Use your clients' sign in information to access and manage the accounts
- B. Pause your clients' campaigns and recreate them in your AdWords manager account
- C. Link the client accounts to your AdWords manager account
- D. Consolidate the 3 accounts into a new AdWords account you create

Correct Answer: C

QUESTION 3

Why is it important to Google that AdWords ads be relevant to a user's search query?

- A. Google users are more likely to find what they're looking for.
- B. The AdWords ads will appear with every relevant search query.
- C. The advertiser's website position in the natural search results will improve.
- D. AdWords advertisers are more likely to show their ads on search partner site.

Correct Answer: A

QUESTION 4

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 5

Ads often show on Google with a fifth line of ad text, which includes the city or region targeted by a campaign. One reason this occurs is because:

- A. One of the keywords in the campaign is the name of that country.
- B. The language preferences of the user assume a location.
- C. The Internet Protocol (IP) address of the user is located in the city targeted by the campaign.
- D. The search query included the name of the city.

Correct Answer: C

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