

ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

How are manual extensions different from automatic extensions?

- A. There is only one type of manual extension but many types of automatic extensions.
- B. Manual extensions cost more than automatic extensions.
- C. Manual extensions require you to fill out additional information. Automatic extensions do not.
- D. Automatic extensions require setup. Manual extensions do not.

Correct Answer: C

QUESTION 2

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 3

During campaign creation, advertisers can choose to place their ads on:

- A. Specific placements within the Search and Display Networks.
- B. The Placement and Display Networks.
- C. The Search and Display Networks.
- D. Specific placements within the Search Network.

Correct Answer: C

QUESTION 4

The ad rotation setting "Optimize" means that multiple ads within the same ad group will rotate evenly.

- A. Every other day.
- B. Throughout the day.

- C. Until the ad with the better conversion rate starts to show more frequently.
- D. Until the ad with the better click through rate (CTR) starts to show more frequently.

Correct Answer: C

Reference: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=112876>

QUESTION 5

What impact on conversions would you generally expect from lowering and raising bids? Assume daily budget is not and will not be reached. (Choose two.)

- A. Higher bids generally result in more conversions at a higher average CPA.
- B. Lower bids generally result in more conversions at a lower average CPA.
- C. Lower bids generally result in fewer conversions at a lower average CPA.
- D. Higher bids generally result in fewer conversions at a higher average CPA.

Correct Answer: AC

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