

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

Google AdWords: Fundamentals

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## QUESTION 1

Which budget delivery option is most appropriate for an advertiser who wants AdWords to distribute ads evenly throughout the day?

- A. Accelerated
- B. Standard
- C. Scheduled
- D. Optimized

Correct Answer: B

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## QUESTION 2

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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## QUESTION 3

Which is allowable in an AdWords image ad?

- A. Text that flashes continuously to attract the user's attention
- B. Images that look like a system warning
- C. Use of phrases like "hurry" or "limited time"
- D. Content that mimics a news article to appear more factual

Correct Answer: C

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## QUESTION 4

Negative keywords can help advertisers better target their ads by:

- A. reducing the number of irrelevant clicks

- B. increasing the number of relevant Display Network placements
- C. raising the average position of their ads
- D. reducing their campaign's daily budget recommendations

Correct Answer: A

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## QUESTION 5

An advertiser is primarily on direct response, as opposed to branding. The advertiser should delete keywords from campaign if the keywords:

- A. Contain words that are duplicated in a display campaign.
- B. Generate many clicks and conversions.
- C. Generate many impressions very few conversions.
- D. Contain more than two words in the phrase.

Correct Answer: C

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