

ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

Which client would you advise to use radius targeting?

- A. Denise, whose service can reach customers within 30 miles
- B. Christopher, who wants to promote his new product in select cities
- C. Luis, whose e-commerce business delivers nationwide
- D. Mabel, who wants to exclude her ads from certain cities

Correct Answer: A

QUESTION 2

If your campaign is opted into show ads on the Google Display Network, and your Display Network ads have a lower CTR than your existing search ads - how will this impact the quality score of your search campaign?

- A. Your daily budget will be adjusted to account for a drop in CTR, and an increase in the CPCs needed to maintain the existing Ad Rank of your search campaigns.
- B. Your ad performance on the Display Network does not affect your rank for search ads, so a lower CTR on the Display Network doesn't affect the Quality Score of your ads for search.
- C. Your quality score will be adjusted to reflect the average CTR of both your search and display network campaign performance.
- D. None of these options are correct.

Correct Answer: C

QUESTION 3

A My Client Center (MCC) account manager wants to grant Standard Access to a linked client. Before making this change, the account manager should consider that Standard Access users can:

- A. Delete the account.
- B. Change the access levels of other users.
- C. See average cost-per-click (CPC) costs.
- D. Invite others to access the account.

Correct Answer: C

QUESTION 4

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 5

Quality Score on Google search is evaluated every:

- A. Time a keyword receives a click.
- B. Time an ad enters an auction.
- C. 24 hours.
- D. 48 hours.

Correct Answer: B

Reference: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=10215>

QUESTION 6

When setting up a Search Network campaign for a client, you want her ad to get as many clicks as possible within her budget. Which bid strategy should you use to achieve this goal?

- A. Cost-per-thousand impressions (CPM)
- B. Cost-per-acquisition (CPA)
- C. Maximize Clicks
- D. Manual cost-per-click (CPC)

Correct Answer: C

QUESTION 7

Let's say your cost per-click is \$0.05 on average and you want around 200 clicks per day. What should you set as your daily budget?

- A. \$5

- B. \$25
- C. \$2.50
- D. \$10

Correct Answer: D

QUESTION 8

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

QUESTION 9

The Site and Category Exclusion Tool is used to exclude sites.

- A. Outside of an advertiser's target region.
- B. At the account level.
- C. On the Google Display and Search Networks.
- D. On the Google Display Network only.

Correct Answer: D

QUESTION 10

Which is the best bidding option for an advertiser who wants to drive more clicks from mobile devices?

- A. Target cost-per-acquisition (CPA)
- B. Mobile bid adjustments
- C. Target return on ad spend (ROAS)
- D. Target search page location

Correct Answer: B

QUESTION 11

Which tool can be used if an advertiser wants to simulate Google searches, in order to see how geographic locations?

- A. Ad preview tool
- B. Landing page optimize
- C. AdWords Editor
- D. Search-based keyword tool

Correct Answer: A

QUESTION 12

The Google AdWords system rewards good Quality Score by

- A. Adding a free badge that identifies ads with high Quality Score as "top ads".
- B. Guaranteeing the associated ad to show on all relevant queries.
- C. Placing the associated ad in a higher position.
- D. Placing the most relevant ad into the natural search results.

Correct Answer: B

QUESTION 13

Which Google AdWords, advertisers can:

- A. See the Internet Protocol (IP) addresses of individual users clicking on their ads.
- B. Gain a wide reach while targeting ads specifically to people who have shown an interest in their product.
- C. Show rich media and display ads alongside the Google search results.
- D. Have their ads be automatically translated into any language the user searches

Correct Answer: B

QUESTION 14

Which statistic indicates how often a click has led to a conversion?

- A. Cost-per-thousand impressions (CPM)
- B. Clickthrough rate (CTR)

C. Conversion rate

D. Cost-per-conversion

Correct Answer: C

QUESTION 15

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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