



ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

If the cost-per-thousand impressions (CPM) option is not available for a campaign, the most likely reason is that the campaign:

- A. Has used CPM pricing before.
- B. Is only opted into Google search and the Search Network.
- C. Only opted into the Google Display Network.
- D. Has never used CPM pricing before.

Correct Answer: B

QUESTION 2

AdWords advertising policies are designed to:

- A. Increase costs for small business advertisers.
- B. Maintain the Quality Score of all advertisers.
- C. Ensure users see ads that are relevant to a given search query.
- D. Ensure advertisers only show ads for online retail businesses.

Correct Answer: C

QUESTION 3

Quality Score is calculated as a measure of:

- A. Relevance to a user's search.
- B. Frequency of a queried keyword.
- C. Proper grammar in an ad text.
- D. Maximum cost-per-click (CPC) bid.

Correct Answer: A

QUESTION 4

Which line of ad text would be disapproved based on Google's advertising policies?

- A. Free shipping



B. Best deals-click here

C. Fast, easy, effective

D. Want fast results?

Correct Answer: B

QUESTION 5

As of May 2012, if the keyword "purple flowers" was running within your campaign as an exact match, the ad would be eligible to serve for which of the following keyword searches? (Choose two.)

A. Purple flowers

B. Flower gardens

C. Purple flowers haze

D. Purple flower seeds

Correct Answer: AD

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