ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

A benefit of My Client Center (MCC) is the:

A. Dashboard that provides summaries of statistics for all client accounts.

B. Ability to edit campaign settings across multiple accounts simultaneously.

C. Increased Quality Score enjoyed on shared keywords.

D. Ability to link multiple accounts with Google Analytics.

Correct Answer: A

QUESTION 2

A prospective client with a flower delivery business serving only one state is intimidated by the global reach internet and does not think AdWords would be a wise business investment. Which AdWords features should be highlighted to address this concern?

A. Demographic Bidding, Ads Scheduling

B. Language Targeting, Position Preference

C. Budget, Location Targeting

D. Accelerated Delivery. Placement Targeting

Correct Answer: C

QUESTION 3

According to ad policies, what types of words, phrases, or characters cannot be included in an AdWords text ad?

A. Ads can\\'t use exclamation points (!) or question marks (?).

B. Ads can\\'t use call-to-action phrases such as "click here", or "See this site."

C. Ads cannot contain words that are not directly related to the keyword that the ad is targeting.

D. All of the above.

Correct Answer: C

QUESTION 4

An advertiser adds negative keywords to an ad group. This means that the ad will not show if the negative keywords:

A. Appear in another campaign within the account.

B. Have low maximum cost-per click (CPC) bids.

C. Appears in a user\\'s search query.

D. Also appear in the add text.

Correct Answer: C

QUESTION 5

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

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