



ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

Which of the following items is not a component of Quality Score?

- A. Maximum cost-per-click (max. CPC) bid
- B. Expected clickthrough rate (CTR)
- C. Landing page experience
- D. Ad relevance

Correct Answer: A

QUESTION 2

If you bid \$2 for a click and the next highest bid is \$1.25, how much will you pay?

- A. \$1.26
- B. \$1.24
- C. \$1
- D. \$2

Correct Answer: A

QUESTION 3

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 4

Ad groups should be used to: A. Control delivery of your ads so that they appear only to users in a specific geographic location.

B. Organize your ads by a common theme, such as the types of products or services you want to advertise.



- C. Control the specific sites that your ad will be targeted to on the Google Display Network.
- D. Manage your daily budget according to which keywords are a priority.

Correct Answer: B

QUESTION 5

An advertiser looking to drive conversions is using manual cost-per-click (CPC) bidding. Which factor should be most important for this advertiser when keyword bids are decided?

- A. The bids of the next closest competitor
- B. The profit derived from a paid click
- C. The cost of the bid
- D. The quality Score of the keyword

Correct Answer: D

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