



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

How many minimum conversions a campaign must have received in the last 30 days for using the Conversion Optimizer?

- A. 5
- B. 15
- C. 10
- D. 7

Correct Answer: B

QUESTION 2

Which of the following allows you to prevent an ad from appearing in relation to certain phrases, or exact matches?

- A. Exact match
- B. Broad match
- C. Embedded match
- D. Negative match

Correct Answer: C

QUESTION 3

Mike is examining his Google AdWords account and he notices the Ad Groups tab. What does the Ad Groups tab reveal?

- A. All ads that are grouped by keywords
- B. All ad groups from all campaigns
- C. All ad groups from a single campaign
- D. All ads created in Google AdWords

Correct Answer: B

QUESTION 4

What is the relationship between a client's paid result (an advertisement) and a client's organic search result?

- A. When organic search results are good (on the first page of results), the corresponding advertisement will cost less to



display.

B. The higher the budget for the paid result (the advertisement), the higher the organic search result would be.

C. The better the organic search result, the higher the ad will be posted in order of paid result s.

D. There is no correlation between paid results (the advertisements) and organic search result s.

Correct Answer: D

QUESTION 5

Which of the following options is NOT a custom alert type that you can create for an individual ad in Google AdWords?

A. Number of Impressions

B. Competitor\\'s ad ranking

C. Average CPC

D. Cost

Correct Answer: B

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