ADWORDS-SEARCH Q&As

Google AdWords: Search Advertising

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QUESTION 1

Steve is a web marketing consultant, and he\\'s reviewing a client\\'s Google AdWords. Steve is interested in the keyword analysis field on the Keywords tab, in the client\\'s campaign. When Steve looks at the keywords quality score, he can determine how well the keyword is likely to perform.

What is the scale that Google displays the Quality Score?

A. Very high, Moderate, Low, Poor

B. Google does not reveal the Quality Score as it is proprietary information.

C. 1 to 100

D. 1 to 10

Correct Answer: D

QUESTION 2

Ronnie has created an image ad for her design business. When she searches Google, however, she\\'s not seeing the image ad displayed in the search results\\' sponsored links. Ronnie then creates a text ad for Google, and this ad shows up in the results. She then deletes the text ad and actives the image ad again - which still doesn\\'t show in the Google search results\\' sponsored links, like the other ads. Why do you suspect that the image ad isn\\'t showing in the Google Search results as part of the other ads?

A. Her image ad will only appear in the Google Content Network, not in Google Search.

B. Her image ad must first be approved by Google before it\\'ll show in the Google Search resul ts.

C. Her image is probably in a .gif format; images must be in a .jpg format.

D. Her image is probably too big to be used in the Google search listing.

Correct Answer: A

QUESTION 3

You have created a report for you and your client, regarding several performance factors. You receive an email asking you to download your report from the Report Center. Your report, as it turns out, is too big for Google to email. What is the maximum size of reports in an email sent through Google?

A. 25MB

B. 2MB

C. 50MB

D. 66MB]

Correct Answer: B

QUESTION 4

You are working with your client to optimize their Google AdWords ad. Which targeting tool can you use, to predict the average cost-per-click for your keywords?

A. Keyword tool

B. Placement tool

C. Search Terms Report

D. Traffic Estimator

Correct Answer: D

QUESTION 5

In which of the following colors do the unposted local changes appear?

A. Green

B. Purple

C. Red

D. Blue

Correct Answer: B

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