



# ADWORDS-SEARCH<sup>Q&As</sup>

Google AdWords: Search Advertising

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**QUESTION 1**

Fran is evaluating her keywords for her company. She is viewing the ad group for her company, but she'd like to see the Quality Score for the ads and keywords. How can Fran see the Quality Score?

- A. Google does not reveal the Quality Score.
- B. The Quality Score is disabled by default. Fran needs to click 'Columns' and then select 'Qual. Score' to enable the Quality Score column.
- C. The Quality Score is displayed next to each keyword in the keyword list. Fran needs to navigate to her keywords.
- D. The Quality Score is only shown through the Reports feature for ads. Fran needs to create a Performance Report for her keywords.

Correct Answer: B

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**QUESTION 2**

Steve is managing several Google AdWords account for his clients. Steve would like a way to prevent his clients' ads from showing on his network. What tool can Steve use, to prevent his clients' ads from appearing?

- A. Steve can use the 'Don't Show My Clients' Ads' feature in Account Manager.
- B. Steve can't block Google AdWords ads from appearing - he just shouldn't click on them.
- C. Steve can use the 'Prevent Ads from Displaying to Me' option in Account Manager.
- D. Steve can use the 'IP Address Exclusion Tool' option in Account Manager.

Correct Answer: D

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**QUESTION 3**

Google currently supports four different mobile markup languages for mobile ads. Which one of the following is NOT a mobile markup language that Google supports?

- A. SyncML (Open Mobile Alliance)
- B. Chtml (imode, etc)
- C. Wml (WAP 1.x)
- D. Xhtml (WAP 2.0)

Correct Answer: A

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**QUESTION 4**



Henry has been running Google AdWords for the past six months. He has a good clickthrough rate, but he feels that his sales aren't in proportion to the clickthrough rate he's receiving. Henry wants to optimize his site, but he wants to identify where he's losing visitors on the way to conversion. Which Google Analytics report could Henry run, to help identify this trend and show optimization opportunities?

- A. Site overlay report
- B. Funnel visualization report
- C. Top exit pages report
- D. Top landing pages report

Correct Answer: B

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#### QUESTION 5

How often does Google calculate a quality score?

- A. Hourly
- B. Once
- C. Daily
- D. Every time a keyword matches a search query

Correct Answer: D

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