



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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**QUESTION 1**

Bill and Sally are working together on a large Google AdWords campaign, though they are in two separate locations. Sally has exported her proposed changes to Bill in the Google AdWords Editor and Bill has imported the Account Snapshot through his Google AdWords Editor. When Bill examines the proposed changes Sally has made, how will he know which changes are proposed?

- A. Proposed changes are in purple.
- B. He'll need to compare his version with Sally's version of the campaigns.
- C. Proposed changes are in red.
- D. Proposed changes are in blue.

Correct Answer: D

QUESTION 2

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 3

Google AdWords Editor allows you to export account information in four different formats. Which of the following is NOT one of the four formats, Google AdWords Editor allows you to export to?

- A. Export Data (TXT)
- B. Export Backup (AEA)
- C. Export Summary (HTML)
- D. Export Spreadsheet (CSV)

Correct Answer: A

**QUESTION 4**

Which of the following formulas is used to calculate Actual CPC?

- A. Actual CPC = (Ad Rank to beat + Quality Score) - \$0.01
- B. Actual CPC = (Ad Rank to beat Quality Score) + \$0.01
- C. Actual CPC = (Ad Rank to beat Quality Score) - \$0.01
- D. Actual CPC = (Ad Rank to beat x Quality Score) + \$0.01

Correct Answer: B

QUESTION 5

Julie's company has created a video ad for the Google Content Network and she has elected to use the CPC pricing. Julie's manager is concerned that the CPC pricing will be expensive, as the company will have to pay each time the video is played. What should Julie tell her manager about the costs of the CPC pricing?

- A. The company will pay for each click to watch the video, as long as the person watches the video in its entirety.
- B. The company will pay for each click on the video that leads a user to the destination website.
- C. The company will pay for each click to watch the video.
- D. The company will pay for each click on the video's stop button, as video ads are being played automatically.

Correct Answer: B

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