



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

You have created several campaigns with Google AdWords for your clients. You are using the Manager Defined Spend for your budgets in Google AdWords. When you create a new start date for a budget, what requirement does Google have in regard to the new budget and existing budgets that you manage?

- A. Managed account budgets can't start and end on the same day for more than three managed accounts.
- B. Managed account budgets cannot exceed \$100 per day.
- C. Managed account budgets must be approved by two parties before the ad will begin display .
- D. Start dates for new budgets can't overlap with other budgets that may already be set up for the managed account.

Correct Answer: D

QUESTION 3

You are managing several Google AdWords ads for your company. You have configured a report that will show your clickthrough rate, geographical information, demographics, and costs for each of your Google AdWords ads. You have scheduled the report to run on a regular basis. What option can you choose, to be notified of the report when it's finished running?

- A. The report will appear automatically on the Reports page - as long as you don't close your browser.
- B. You can choose the option "Whenever the report runs, send email to:", and then enter a valid email address.
- C. You'll automatically be notified with a green play button on the Reports page, when the report is done.
- D. The report will be emailed to your Google AdWords email address when it's complete



Correct Answer: B

QUESTION 4

All Google AdWords are reviewed for the content and compliance with Google policy. If an advertiser creates an advertisement that is deemed to be adult in nature, which one of the following statements would not apply to the advertiser?

- A. Google does not accept adult ads.
- B. Adult ads won't appear for search queries that aren't considered adult in nature, even if the query is used as a keyword in the campaign.
- C. Non-family and adult ads won't appear on some sites and products in the Google Network that choose to accept only family safe ads.
- D. Adult ads won't appear for search queries that aren't considered adult in nature, even if the query is used as a keyword in the campaign.

Correct Answer: A

QUESTION 5

When Google advertisers create new Google AdWords, they have three options for the types of keyword matching they can use. Which of the following keyword targeting is demonstrated by putting the keyword in quotes?

- A. Broad match
- B. Phrase match
- C. Exact match
- D. Quote match

Correct Answer: B

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