



ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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**QUESTION 1**

Susan's Sporting Goods sells a variety of sports equipment and clothing. How should Susan set up her AdWords account?

- A. Create one account for Susan's Sporting Goods. Create two campaigns: one for equipment and one for clothing. Within the equipment campaign, create ad groups for basketballs and tennis rackets. Within the clothing campaign, create ad groups for jerseys and baseball hats.
- B. Create two accounts: one for equipment and one for clothing. Within the equipment account, create a campaign for basketballs and tennis rackets. Within the clothing account, create a campaign for jerseys and baseball hats.
- C. Create an account for each product Susan's Sporting Goods sells. In each account, create a single ad group for all equipment and clothing products.
- D. Create one account for Susan's sporting goods. Create one campaign for both equipment and clothing. Create one ad group that includes basketballs, tennis rackets, jerseys, and baseball hats.

Correct Answer: A

QUESTION 2

Why would an advertiser use sitelinks?

- A. To give customers quick access to multiple pages of an advertiser's website
- B. To showcase customer reviews with high-quality survey data
- C. To show a link that sends people to the app store or starts downloading an app
- D. To let customers click a button to call the business

Correct Answer: A

QUESTION 3

The Site and Category Exclusion Tool is used to exclude sites.

- A. Outside of an advertiser's target region.
- B. At the account level.
- C. On the Google Display and Search Networks.
- D. On the Google Display Network only.

Correct Answer: D

QUESTION 4



Which best describes the way keywords and placements work together in an ad group to determine where ads are shown?

- A. Using keywords enables bid management on placements.
- B. Keyword match types further refine placement targeting.
- C. Ads are contextual targeted across the selected placements
- D. Placements will only display ads if keywords are added

Correct Answer: C

QUESTION 5

When optimizing your campaign, you can get ideas for negative keyword and placement exclusions lists through which AdWords tool?

- A. Keyword aggregator
- B. List suggestions
- C. Placement performance report
- D. Ad experiments

Correct Answer: B

Reference: https://support.google.com/adwords/answer/2596582?hl=en&ref_topic=1713977 (See step 4)

QUESTION 6

The display ad builder reduces the need for image editing software by allowing advertisers to:

- A. Upload custom templates into the existing categories.
- B. Customize templates with messages, images, and logo.
- C. Upload custom fonts for use over images.
- D. Edit their images within the tool.

Correct Answer: B

QUESTION 7

In the case of a placement targeted ad on the Google Display Network, the Quality Score portion of calculating Ad Rank is based on:

- A. The quality of your image.



- B. The maximum CPC of the keyword that triggered an ad.
- C. Your daily budget
- D. The quality of your landing page.

Correct Answer: D

Reference: <http://www.netconnexion.com/blog/google-adwords-quality-score-explained/> (See Display network quality score)

QUESTION 8

To determine which ad language to target to a user, the AdWords system refers to that user's?

- A. Google interface language setting
- B. Internet Protocol (IP) address
- C. Operating system language
- D. Home country's language

Correct Answer: A

QUESTION 9

If your ad serving option is set to "optimize" and there are multiple variations of your text ads within the same ad group. AdWords will:

- A. Automatically increase your quality score based on the average CTR of the ad group.
- B. Automatically try to show the best performing ad more often.
- C. Automatically lower your bids according to your CPA goal.
- D. Automatically serve the ad with the highest maximum CPC the most often.

Correct Answer: B

QUESTION 10

An online company is based in the United States but ships to customers all over the world. If this company wants to serve Spanish language ads to Spanish-Speaking users, which targeting option should be refined?

- A. Language targeting
- B. Ad scheduling
- C. Regional targeting



D. Demographic targeting

Correct Answer: A

QUESTION 11

You sell autographed sports memorabilia and want to reach people interested in sports. What's one benefit of promoting your products with an Ads in Mobile Apps campaign on the Display Network?

- A. It encourages people using mobile devices to install your app
- B. It lets people who see your ad get directions to your store on Google Maps
- C. It directs people to your online store to purchase your products
- D. It allows you to show your ad on app categories that you choose

Correct Answer: D

QUESTION 12

Which is one characteristic of the "Accelerated" delivery method?

- A. Ads are shown when users search on relevant variations of keywords in the campaign.
- B. Ads are only shown when there is a higher likelihood that users will click on them.
- C. Ads are shown as frequently as possible until the budget is exhausted.
- D. Ads are shown above the search results as well as to the right of the search results.

Correct Answer: C

QUESTION 13

You can use audience targeting to show your ads to:

- A. specific groups of people, based on their interests
- B. specific websites, based on specific interests
- C. specific groups of people, based on their location
- D. groups of websites, based on specific interests

Correct Answer: A

QUESTION 14



How does the creation of ad groups with closely-related keyword lists improve Google Display Network performance?

- A. The ads will be placed on more relevant sites.
- B. The ads will reach users in different parts of the buying cycle.
- C. It will be easier to determine how users found the website.
- D. The ads will be more likely to appear on manually-selected placements.

Correct Answer: A

QUESTION 15

Which targeting option should an advertiser use when trying to reach 25-30-year-old males?

- A. Keyword targeting
- B. Interest category targeting
- C. Contextual targeting
- D. Demographic targeting

Correct Answer: D

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