

Google Adwords Fundamental Exam Questions & Answers

Use for revision and practice in preparation for Adwords Fundamental Exam

Exam taken - March 2016

Score – 90%

Useful info - [Tips on how to Pass](#)

1. An advertiser wants to increase the Quality Score of a low-performing keyword. Which approach would you recommend?
 - a. **Modify the ad associated with that keyword to direct to a highly - relevant landing page**
 - b. Delete the keyword and add a synonym of the keyword to the campaign
 - c. Delete the keyword and use keyword Planner to find more relevant keywords
 - d. Set an ad group bid adjustment of +20% for that keyword

2. Tom wants to promote his windscreen repair company's emergency service by reaching people exactly when they're searching for help. Which campaign type is a good fit?
 - a. "Display Network Only"
 - b. "Shopping"
 - c. **"Search Network only"**
 - d. "Search Network with Display Select"

3. If you want to direct people to specific pages on your website from your ad, you can create an ad that uses:
 - a. Callout extensions
 - b. Location extensions
 - c. Previous visit extensions
 - d. **Sitelink extensions**

4. Data for your client shows that more estimated total conversions are coming from mobile devices versus computers and tablets. How can you use this data to optimise your client's bidding strategy?
 - a. Use enhanced cost-per-click (ECPC) to increase bids that are likely to result in conversions from mobile devices
 - b. Use target search page location to help get your client's ads to the top of mobile search page results
 - c. Set a mobile bid adjustment to decrease bids for searches on computers and tablets
 - d. **Set a mobile bid adjustment to increase bids for searches on mobile devices**

5. Your client's campaign is getting a lot of clicks, but the conversion rate is low. Which approach could help improve your client's conversion rate?
 - a. increase the average daily budget for the campaign
 - b. **Make sure that the landing page is closely related to the ad**
 - c. increase the cost-per-click(CPC) bid for low-performing keywords
 - d. Broaden the list of keywords to reach more potential customers

6. Which is the best bidding option for an advertiser who wants to drive more clicks from mobile devices?
 - a. Cost-per-acquisition (CPA)
 - b. Target search page location flexible bidding strategy
 - c. **Mobile bid adjustments**
 - d. Target return on ad spend(ROAS)

7. You would choose to advertise on the Google Search Network if you wanted to:
 - a. Choose from a range of ad formats, like video and image ads
 - b. Choose the types of websites where you want your ads to show
 - c. **Reach customers while they're searching for your products or services**
 - d. Reach customers browsing websites related to your business

8. What does "converted clicks measure"
 - a. The percentage of clicks that led to a conversion
 - b. **The total number of clicks that led to a conversion**
 - c. The total number of clicks within your chosen conversion window
 - d. The total number of conversions divided by the total number of clicks

9. Your ad can show to a user when your targeted language matches:
 - a. A user's operating system language
 - b. The language of website that a user visits most often
 - c. A user's browser setting
 - d. **A user's Google interface language setting**

10. Keyword Planner can help you build a new Search Network campaign by
 - a. Multiplying keyword list together
 - b. Suggesting landing pages for your ads
 - c. **Creating new ads based on your keywords**
 - d. Organising potential placements into ad groups

11. Julian wants to reach potential customers based on the type of device that they're using, but he doesn't know how his campaign performs on different devices. How can Julian find meaningful data that will help him decide which devices to target?
 - a. Create multiple ad group that target different devices, and monitor the results
 - b. Set up experiment to test which device he should target
 - c. Create multiple campaigns that target different devices, and monitor the results

- d. **Segment his campaign statistics table by device**
12. Your client noticed that their ad was disapproved for editorial reasons. Why is it important for them to understand and abide by Google's advertising policy
- a. Adwords policies can help keep ad costs low an affordable for advertisers
 - b. Adwords policies can keep disapproved ads and websites out of organic search results
 - c. **Adwords policies can help ensure that ads are useful, varied, relevant and safe for web users**
 - d. Adwords policies can help web users distinguish between ads and search results
13. A client who owns an online running shoe store wants to drive sales of a particular model of a women's running shoes. What keywords should you include in this client's keyword list to help achieve their goal?
- a. **Specific terms about the shoe brand and model that your client is selling**
 - b. Generic terms about different types of women's shoes
 - c. Generic terms about running and running shoes
 - d. Specific terms about the benefits of running.
14. An advertiser looking to drive conversions is using manual cost-per-click (CPC) bidding. Which factor should be most important for this advertiser when deciding keywords bids?
- a. The Quality Score of the keyword
 - b. **The profit derived from a paid click**
 - c. The bids of the next closest advertiser
 - d. The average profit per conversion
15. What happens when a campaign consistently meets its average daily budget?
- a. **Ads in that campaign will show less often than they should**
 - b. Ads in that campaign will stop showing for the rest of the billing cycle
 - c. Your budget is automatically adjusted
 - d. Average cost-per-click(CPC) bids will be lowered
16. You would choose to advertise on the Google display Network if you wanted to:
- a. Show ads to people on non-Google search sites
 - b. Show ads on Google maps
 - c. Show ads on Google Shopping
 - d. **Show adds on websites related to your business**

17. Blake is focused on branding and is more interested in his ads being viewed than in generating clicks. Which of these features would not be a good fit for him?
- a. Placement targeting
 - b. Cost-per-thousand-impressions (CPM) bidding
 - c. Reach and frequency data
 - d. **Call extensions**
18. Which of the following items is not a component of the Quality Score?
- a. Landing page experience
 - b. Expected click-through rate (CTR)
 - c. **Maximum cost-per-click (max. CPC) bid**
 - d. Ad relevance
19. Why should you link your client's Adwords account to Google Webmaster Tools?
- a. See how your ads performed when triggered by actual searches
 - b. See how often your ads rank higher in search results than those of other advertisers participating in the same auction
 - c. See which campaigns have the biggest changes in clicks, cost and conversions
 - d. **See if people reach your client's website via ads or organic search results.**
20. Your client wants to improve her ad position, What would you recommend ?
- a. Add more keywords and increase daily budget
 - b. **improve ad quality and increase bid amount**
 - c. improve Quality Score and decrease bid amount
 - d. Make the ad headline longer and more descriptive
21. A standard Adwords text ad is made up of:
- a. A headline, an image and description text
 - b. **A headline, a display URL and description text**
 - c. A headline and description text
 - d. A display URL and description text
22. What's the easiest way to evaluate if one version of your landing page performs better than another for the same ad?
- a. **Replace the existing landing page with the new one and compare this month's data to last month's**
 - b. Run a campaign Experiment on the existing campaign that switches between both landing pages
 - c. Create another campaign for the new landing page and compare

- the two campaigns
- d. Create another ad group for the new landing page and compare the two ad groups
23. A client wants to promote her new mobile app by showing her ads in other mobile apps. How can Adwords help accomplish her goal?
- a. Google Search Network will help her target people who are more likely to download her app
 - b. She can use mobile app extensions to reach users in apps
 - c. She can use keywords like “mobile app” to target people who are more likely to download her app
 - d. **Google’s Display Network includes many mobile apps where she could show her ad**
24. Laura runs an online store with a large inventory of children’s toys and games. Which ad format would you use for Laura’s campaign to reach people interested in purchasing children’s games?
- a. **Product Listing Ads**
 - b. App promotion ads
 - c. Sitelinks extensions
 - d. image Ads
25. What is a benefit of advertising online?
- a. Make money by showing ads on your website
 - b. Increase your position in organic search results
 - c. **Reach people who are likely to be interested in what you’re advertising**
 - d. Automatically collect information about potential customers
26. Your travel agency client is running a very targeted campaign to reach people who are visiting Paris on holiday and don’t live in France. What would be an effective way to target this client’s customer?
- a. Create a campaign targeting French and regions other than Paris
 - b. Create a campaign with ads and keywords written in French
 - c. Create a campaign targeting Paris and Languages other than French
 - d. **Create a keyword list with the exact match keyword “Paris” and negative keyword “France”**
27. Caleb owns a music store and is creating an ad group for musical instrument rentals. What would be the most appropriate landing page for his ad?
- a. A page with information on music lessons and a contact form

- b. A page with a wide selection of instruments for sale
 - c. **A page with information on instrument rentals and a contact form**
 - d. His homepage, with links to instrument sales, rentals and music lessons
28. Which of these metrics is especially important to clients who are running a branding campaign?
- a. Average cost-per-click (avg.CPC)
 - b. Phone call conversions
 - c. Click-through rate (CTR)
 - d. **impressions**
29. Your new client's Adwords account has one campaign with one ad group that contains a list of hundreds of keywords. Which best practice should you follow when reorganising this client's keywords?
- a. Create one ad group for every five keywords
 - b. **Create new ad groups with related keywords grouped together**
 - c. Remove half of the keywords from the ad group
 - d. Create new ad groups with several keywords match types
30. When setting up a Search Network campaign for a client, you want to maximise the number of clicks that their ads can get. Which bidding strategy should you use to achieve this goal?
- a. Manual cost-per-click (CPC)
 - b. **Automatic cost-per-click (CPC)**
 - c. Cost-per-acquisition (CPA)
 - d. Cost-per-thousand impressions (CPM)
31. Using the paid & organic report for her travel website, Karen has noticed a relatively high organic clicks/query rate for the search query "Spain holidays". What does this mean?
- a. Karen's ad don't often show for the search query
 - b. Karen's average organic position is higher than other advertisers' but her average ad position lower than other advertisers'
 - c. **People who see Karen's site in relevant organic search results often click through to her site**
 - d. Karen's ad often show below her organic results for the search query
32. Print, TV and radio advertising typically requires a predetermined budget. What key difference enable some online advertising campaigns to invest with more flexibility without a predetermined budget in mind?
- a. Online campaigns generate clicks, whereas other channels generate exposure

- b. Budgets cannot be applied to online campaign due to constant changes in traffic
 - c. **Online campaigns are highly measurable and can often automate a positive ROI. It can be strategic to capture all traffic without predetermined budget as long as ROI is positive.**
 - d. Adwords budgets can only be set once annually and require a fixed commitment
33. Which client would you advise to advertise on the Google Search Network?
- a. Jim, who wants to reach people on social networks who are interested in poetry
 - b. Carol, who wants to reach people watching Youtube videos
 - c. Suzy, who wants to reach people browsing travel websites about China
 - d. **Bill, who wants to reach people looking for plumbing services**
34. Your client's campaign is consistently meeting its average daily budget. What should you do to maximise your client's budget throughout all hours of the day?
- a. Pause the campaign to stop showing ads and accruing costs
 - b. **Change the ad delivery method from " Accelerated to "Standard"**
 - c. Increase the maximum cost-per-click (max CPC) bid
 - d. Lower the daily budget amount
35. You can use Display Planner to:
- a. See which image and text ads are performing best on the specific websites that you're targeting
 - b. Compare how your current Display Network campaign could perform on websites that you'd like to target
 - c. See how other advertisers perform on websites where you want your ad to appear
 - d. **See ways to reach your target audience based on your keywords, website or interest categories**
36. You want to generate leads with your Adwords campaign by encouraging people to fill in an interest form on your website. What do you need to know to measure return on investment (ROI) for this campaign?
- a. You can't calculate return on investment for campaigns that are focused on online leads
 - b. **The percentage of budget spent compared to how many forms were completed**
 - c. How much you've spent on the campaign compared to the value of leads generated

- d. The number of clicks that your ad received divided by the number of times it showed
37. When reviewing your client's Search Network campaign, you notice that the ads in one of the ad groups have a low average position. Which flexible bid strategy should you use to help improve the position of these ads?
- Target return on ad spend (ROAS)
 - Enhanced cost-per-click (CPC)**
 - Maximise clicks
 - Target search page location
38. Conversion Optimiser can help drive conversions by using your conversion history and:
- Cost-per-acquisition (CPA) goals to raise your bid when a conversion is more likely
 - Cost-per-click (CPC) goals to raise your bid when a conversion is more likely**
 - Cost-per-click (CPC) goals to show the optimal ad when a conversion is more likely
 - Cost-per-acquisition (CPA) goals to show the optimal ad when a conversion is more likely
39. Higher Quality Scores typically result in:
- Higher cost and better ad positions
 - Better ad position only
 - Lower costs only
 - Lower costs and better ad positions**
40. What's a reason to use the "Search Network with Display Select" campaign type?
- Your video ads can run on the search Network
 - You can pick the exact websites where you want your ad to show
 - You can use one budget to advertise on the Search Network and Display Network**
 - Your ads only show on the first page of search results
41. An Advertiser wants to achieve the top position in paid search results. Which recommendations would improve the likelihood of top ad position?
- Decrease cost-per-click (CPC) bid and decrease daily budget
 - improve Quality Score and decrease cost-per-click (CPC) bid
 - Decrease cost-per-click (CPC) bid and increase daily budget
 - improve Quality Score and increase cost-per-click (CPC) bid.

42. You can win a higher ad position in the auction with a lower cost-per-click (CPC) bid by:
- a. Creating ads that link to a generic landing page
 - b. Creating ads that include terms or phrases that people are searching for
 - c. **Creating relevant keywords and ads, and using ad extensions**
 - d. Creating relevant ads and keywords, but not using ad extensions
43. How do cost-per-click (CPC) ads compete with cost-per-thousand-impressions (CPM) ads on the Google Display Network?
- a. **CPC and CPM bids only compete against bids of the same type**
 - b. Ads using CPC bids are not allowed to compete on the Display Network
 - c. CPC bids are effectively converted to CPM bids
 - d. CPM bids are effectively converted to CPC bids
44. Your client wants to increase the number of people visiting his website. When analysing the data for his Search campaign, which metric do you most want to improve?
- a. Converted clicks
 - b. **Click-through rate (CTR)**
 - c. Conversion rate
 - d. Impressions
45. When creating text ads to advertise a client's small chain of Italian restaurants, what should you include in the ad text to make it compelling to potential customers?
- a. An exclamation mark in the display URL
 - b. Information about Italian food in the description
 - c. The same headline and description as other advertisers
 - d. **Call-to-actions, such as "Find the nearest location"**
46. You sell video games and want people who play mobile gaming apps to know about your store. What's one benefit of promoting your products with a mobile apps campaign on the Display Network?
- a. It encourages people using mobile devices to install your app
 - b. **It allows you to show your ad on app categories that you choose**
 - c. It directs people to your online store to purchase your products
 - d. It lets people who see your ad get directions to your store on Google Maps
47. Data shows that the audience for a client's running shoe shop is women aged 35 to 50. How can you optimise this client's Display Network campaign based on research?
- a. **Add demographic and age targeting to show ads to people in this audience**
 - b. Increase cost-per-click (CPC) bids and experiment with variations of ad

- text that includes running tips
- c. Set up a remarketing list to show ads to women who have previously visited your client's website
 - d. Use frequency capping to limit the number of times that men aged 40 to 65 see your client's ads
48. When people search for your client's watch repair business, they use very specific terms like "vintage watch repairs". To show your ads for these searches, you'll want to use:
- a. Negative match keywords
 - b. Phrase match keywords
 - c. Broad match keywords
 - d. **Exact match keywords**
49. An advertiser should group their campaign by:
- a. Number of keywords
 - b. **Type of products or service**
 - c. Maximum cost-per-click (max. CPC) bids
 - d. Number of ad groups per campaign
50. When creating a keyword list using broad match, why should you leave out misspellings and plural forms of keywords?
- a. Broad match only includes the exact words and phrases a user searches for
 - b. Your keyword list would be disapproved based on Google's advertising policies
 - c. **Adwords can automatically include these variations for you**
 - d. Adwords only shows an ad for keywords with proper spelling and plural forms
51. Your client gets more conversions from ads that appear to people in Tokyo. What actions should you take to try and increase the number of conversions for this client?
- a. Refine where your ads show by adding the keyword "Tokyo"
 - b. **Use a location bid adjustment to increase bids for customers in Tokyo**
 - c. Create a separate ad group to target ads and bids for Tokyo
 - d. Use the user location view to understand if people who click your ads are located in Tokyo
52. Which client would you advise to use radius targeting?
- a. Christopher, who wants to promote his new product in select cities
 - b. Mabel, who wants to exclude her ads from certain cities
 - c. Luis, whose e-commerce business delivers nationwide
 - d. **Denise, whose service can reach customers within 30miles**

53. When setting up a campaign, you can use Display Planner to get an idea of the budget and bids that you should set based on your:
- a. Traffic estimates for your keyword ideas
 - b. Historical cost-per-click (CPC) estimates for your keyword and placement ideas**
 - c. Historical conversion rate estimates for your keyword and placements ideas
 - d. Traffic estimates for your placement ideas
54. What happens as a result of a search campaign consistently meeting its daily budget?
- a. Missed potential ad impressions**
 - b. Fewer sites targeted at once
 - c. Accelerated ad delivery
 - d. Higher average cost-per-clicks (CPCs)
55. While teaching a new account manager how to build a Search campaign, you tell her that she should group similar keywords together in an ad group because it will allow her to:
- a. Create ads that are relevant to all keywords
 - b. Create a different ad for each keyword
 - c. Create only one ad that's relevant to all keywords
 - d. Create multiple ads for each keyword**
56. Which strategy should Giorgio use to increase the number of relevant clicks from his Search Network campaign?
- a. Increase bids for ads with the lowest average position and click-through rate (CTR)
 - b. Add new relevant keywords and remove keywords with low click-through rate (CTR)**
 - c. Increase bids on relevant keywords with low clicks and click-through rate (CTR)
 - d. Broaden his keyword list for ads with the lowest click-through rate (CTR)
57. All other things being equal, if you've set a maximum cost-per-click (max. CPC) bid of £1.00 for your ads, and if the next most competitive bid is £0.50 for the same ad position, what is the actual amount that you'd pay for that click?
- a. £0.51**
 - b. £0.50
 - c. £1.01
 - d. £1
58. One of your clients wants to know why a campaign went over the specified daily budget several days in a row. What would you explain to your client about how the Adwords system works?

- a. **Due to changes in traffic, Adwords allows up to 20% more clicks in a day than the budget specifies. However, in any given month, Adwords never charges more than the average daily budget amount multiplied by 30.4**
 - b. Due to changes in traffic, Adwords allows up to 20% more impressions in a day than the budget specifies
 - c. To show an ad more often, Adwords charges more than the average daily budget amount multiplied by 30.4
 - d. Adwords automatically increases the maximum cost-per-click (max, CPC) bid to show an ad higher in Google search results
59. What is the recommended next step if you noticed from the Search terms report that certain search terms are leading to a high number of clicks on your ads?
- a. Add search terms that are not leading to many clicks as negative keywords
 - b. Make sure that all of these search terms are included as keywords, regardless of relevance
 - c. Add sitelinks to your ads to make them even more prominent
 - d. **Make sure that relevant search terms are keywords and adjust your bid or ad text for these keywords**
60. Which bidding strategy should Sara use if her goal is to get more people to call her local catering business?
- a. Cost-per-thousand-impressions (CPM)
 - b. Cost-per-view (CPV)
 - c. Cost per click (CPC)
 - d. **Cost-per-acquisition (CPA)**
61. Anne-Marie's business goal is to generate online sales of her handmade purses. Her Adwords costs are £100 per week and she wants to know if her advertising investment is paying off. What additional information do you need in order to calculate her return on investment (ROI)?
- a. Number of clicks on her ads and costs to produce her purses
 - b. How many times her ads have been viewed and clicked
 - c. **Costs to produce her purses and revenue generated from her ads**
 - d. Number of clicks on her ads and revenue that they generated
62. Each campaign in your Adwords account should have a single:
- a. **Business goal**
 - b. Maximum cost-per-click (max. CPC) bid
 - c. Ad group
 - d. Landing page

63. A client that owns a fine-dining restaurant in London wants to get more phone calls from people researching places to eat on their mobile phones. How should you optimise this client's campaign to help achieve their goal?
- a. Include a phone number in the client's ad's headline and monitor performance with the top vs other segment
 - b. Add call extensions to the client's ads and monitor performance with the mobile click-to-call segment**
 - c. Add call extensions to the client's ads and monitor performance with the top vs other segment
 - d. include a phone number in the client's ad's headline and monitor performance with the mobile clicks-to-call segment
64. Your client noticed last month that his ad often showed up beside another advertiser's ad for the same search terms. How can you help your client understand how he is performing compared to other advertisers?
- a. Use the search term report to show which search terms lead to the most clicks on his ads
 - b. Use the paid & organic report to show when his website appears in organic search, with no associated ads
 - c. Use the Auction insights report to show how often his ads rank higher in search results than those of other advertisers**
 - d. Use the top movers report to show which campaigns have seen the biggest change in clicks since last month
65. You have signed 3 new clients, each with an existing Adwords account. What's the best way to manage these accounts?
- a. Use your clients' sign-in information to access and manage the accounts
 - b. Pause your clients' campaign and recreate them in your manager account
 - c. Link the client accounts to your My Client Centre (MCC) manager account**
 - d. Consolidate the 3 accounts into a new Adwords account that you create
66. An e-commerce client wants her campaign to be more profitable. After calculating this client's total profits from Adwords, what can you do to start maximising results for profit?
- a. Test only one version of your ad text
 - b. Delete keywords that are generating the most clicks
 - c. Lower the cost-per-click (CPC) bids and increase the budget
 - d. Test different cost-per-click (CPC) bids**
67. Conversion Tracking helps you improve the return on investment (ROI) from you online advertising because it:

- a. Focuses on getting customers to complete an online purchase
 - b. **Shows you which ads leads to customer actions that have value for your business**
 - c. Automatically gives you personal details about the people who convert
 - d. Measures trends relating to the search terms that people have used before seeing your ad
68. Clyde wants to raise the profile of his dance school. A “Display Network only” campaign can help him:
- a. Pick the most popular keywords for his campaign
 - b. Show ads when someone searches for dance classes
 - c. Match his ad text to what people are searching for
 - d. **Show ads on dance websites and YouTube videos**
69. Which ad extension would you use for an advertiser who has a chain of restaurants?
- a. Seller ratings
 - b. Sitelinks extensions
 - c. Previous visits extensions
 - d. **Location Extensions**
70. Tony travels frequently. He needs to be able to make changes to his Adwords account while he’s offline, so he downloads Adwords Editor. Using Adwords Editor, Tony can do all of the following except:
- a. Refresh data to reflect the latest statistics on his cost-per-click (CPC) campaign
 - b. Manage edit and view multiple accounts at the same time
 - c. **Copy or move items between ad groups and campaigns**
 - d. Undo and redo multiple changes while editing his campaigns
71. In order to appeal to customers on mobile devices, it’s important to:
- a. Avoid using ad extensions
 - b. Send users to a video-based landing page
 - c. **Send users to a mobile-friendly landing page**
 - d. Include your phone number as your display URL
72. Negative keywords can help advertisers refine the targeting of their ads by:
- a. Reducing their campaign’s daily budget recommendations
 - b. **Reducing the number of irrelevant clicks**
 - c. Raising the average position of their ads
 - d. Increasing the number of relevant Display Network placements

73. You would advise a client who is launching a new product line to advertise on the Google Display Network because it can:
- a. **Reach people who are interested in similar products**
 - b. Use text ads that encourage people to call her business
 - c. Use text ads that encourage people to visit her website
 - d. Reach people who are searching for her products
74. An advertiser has decided that they want to spend £608 per month for their campaign. How would you recommend that they set their budget in their Adwords account?
- a. Set a bid of £20 for the advertiser's campaign
 - b. Set a bid of £20 per ad group
 - c. **Set a daily budget of £20 for the advertiser's campaign**
 - d. Set a daily budget of £20 for the advertiser's account
75. What changes can you to the Display Network campaign of a client who wants to drive awareness of their natural beauty brand?
- a. Use a balanced combination of broad, exact and phrase-matched keywords
 - b. Increase the daily budget and add text ads with clear call-to-actions like "Buy now"
 - c. Target large metropolitan areas where people are more likely to encounter her product
 - d. **Add display ads and affinity audiences targeting people interested in green living and beauty**
76. How can you see if people are searching for your client's servicing during the early morning and evening hours?
- a. Run a search terms report
 - b. Run a keyword diagnosis
 - c. Monitor reach and frequency data
 - d. **Segment performance statistics by time**
77. What's a benefit of having multiple ads in ads group
- a. Ads are only eligible show ad extensions if there is more than one ad in that ad group
 - b. Ads are only eligible to show at the top of the page if there is more than one ad in that ad group
 - c. AdWords will automatically match each ad to the keywords that it's most relevant to
 - d. **Adwords will automatically rotate your ads and show the best-performing ones more often**

78. By monitoring ad campaign performance, an advertiser may obtain the information needed to:
- Determine if campaign are meeting overall marketing and conversion goals**
 - Create duplicate ad groups with identical keywords and different ad variations
 - Create additional Adwords accounts for low-performing keywords
 - Compare campaign performance to that of other advertisers
79. Google Analytics can help you learn more about the behaviour of your client's customers because it shows you how:
- They perceive her products
 - They interact with her website**
 - Likely they are to become a regular customer
 - Likely they are to click her ads
80. Which statistic indicate how often a click has led to a conversion?
- Click-through rate (CTR)
 - Converted clicks
 - Cost per conversion
 - Conversion rate**
81. Donna sells T-shirts featuring vintage album covers. She wants people searching for unusual T-shirts to find her website, but she also thinks people interested in music might make a purchase. What campaign type would you recommend?
- "Search Network only – All Features"
 - "Search Network with Display Select – All Features"**
 - "Display Network only – Remarketing"
 - "Display Network only – All features"
82. Belinda's boutique just started carrying 3 new designer labels. She wants to show an image ad announcing the new collections to people who are browsing websites about designer clothing. Which campaign type is a good fit?
- "Search Network only – Standard"
 - "Search Network only – All Features"
 - "Display Network only – All features"**
 - "Shopping"
83. Cliff just started working with a client who has a very disorganised Adwords account. What's an effective way for him to begin restructuring his client's account?
- Create campaigns based on the structure of his client's website**

- b. Create one campaign for all the products that his client offers
 - c. Create multiple campaigns, each with a set of related keywords
 - d. Create one campaign with a broad selection of keywords
84. When reviewing the Search terms report for one of your client's campaigns, you notice several terms that aren't relevant to what they're advertising. How can you use this information when refining the campaign's keywords?
- a. Add the terms as phrase match keywords
 - b. **Add the terms as negative keywords**
 - c. Add the terms as exact match keywords
 - d. Add the terms as keywords
85. What's one of the main benefits of using ad extensions?
- a. Extensions ensure a higher click-through rate (CTR) because they make your ad more prominent
 - b. **Extensions provide additional information to make your ads more relevant to customers**
 - c. Extensions increase your reach by showing your ad on more advertising networks
 - d. Extensions are automated so that you don't have to create your ads
86. On the Google Display Network, your ad is eligible to show on a web page if your:
- a. Website matches that web page's content
 - b. Ad text matches that web page's content
 - c. **Keywords match that web page's content**
 - d. Landing page matches that web page's content
87. When choosing a maximum cost-per-click (max. CPC) bid, you should consider the amount that you make from a purchase because you want to set a bid amount that's:
- a. 50% of how much your product is worth
 - b. The same amount as the revenue generated by your product
 - c. The same amount as the profit generated by your product
 - d. **Based on how much your product is worth**
88. What's one benefit of creating multiple ad groups?
- a. You can target specific ad groups into various Google networks
 - b. You can set different budgets for each ad group
 - c. You can pause specific keywords if they're not performing well

d. **You can break up keywords and ads into related themes**

89. Your ad can show on the Google Search Network when someone searches for terms that are similar to your:
- a. Website
 - b. Ad text
 - c. Placements
 - d. **Keywords**
90. If you'd like your ads to show on certain sites across the internet, you can add these websites as:
- a. Audiences
 - b. **Placements**
 - c. Topics
 - d. Keywords
91. Which of the following is a benefit of advertising online with Google Adwords?
- a. Advertisers can pay to always show their ad above the organic search results
 - b. **Advertisers can choose how much they spend and only pay when someone clicks their ad.**
 - c. Advertisers can have ads automatically translated into different languages
 - d. Advertisers pay the same amount every time that someone clicks their ad.
92. You can use Keyword Planner to identify:
- a. **The amount of traffic that potential keywords might get**
 - b. Which text ads are performing best based on your keywords
 - c. Web pages where your ad can appear based on your keywords
 - d. The number of negative keywords that you should add
93. Mimi wants to reach people searching for bakes goods, but only wants her ads to show during the hours that she's open for business. Which campaign type is a good fit?
- a. "Display Network only – Remarketing"
 - b. "Display Network only – All features"
 - c. **"Search Network with Display Select – All features"**
 - d. "Search Network only – All features"
94. Nadia manages a local gym and is running an ad to drive more free trial memberships. What could she include in her ad text?
- a. A prominent headline like "TRIAL MEMBERSHIP AVAILABLE"

- b. A promotion like “20% off fitness classes”
 - c. **A call-to-action like “Sign up for a free trial”**
 - d. A call-to-action like “Visit our gym now”
95. Every time that your ad is eligible to show, Adwords calculates its Ad Rank using your bid amount, components of the Quality Score and:
- a. **The expected impact of extensions and other ad formats**
 - b. The search ranking of your website
 - c. The daily budget that you’ve set
 - d. Your historical conversion rate
96. When building a keyword list for a Display Network campaign, you should do which of the following :
- a. **Include keywords that are related to the websites that your customers visit**
 - b. Use Display Campaign optimiser to identify new keywords
 - c. Only includes exact match keywords
 - d. Only use keyword planner to identify new keywords
97. Research for a client who owns used car dealership shows that people who visit his website also visit certain popular car blogs. Which targeting method would you use to reach these people?
- a. Topics
 - b. Remarketing
 - c. Keywords
 - d. **Placements**
98. You can use audience targeting to show your ads to:
- a. Specific groups of people, based on their location
 - b. Groups of websites based on specific interest
 - c. **Specific groups of people, based on their interests**
 - d. Specific websites, based on specific interests
99. When someone clicks your ad, the actual amount that you’re charged will be:
- a. **The minimum needed to hold your ad position, under the maximum cost-per-click (max, CPC) limit**
 - b. The minimum needed to hold your ad position, but never more than 120% of your maximum cost-per-click (max, CPC) bid
 - c. The minimum needed to hold your ad position, but never less than 50% of your maximum cost-per-click (max. CPC) bid.
 - d. The minimum needed to hold your ad position or 50% of your maximum

cost-per-click (max, CPC) bid, whichever is greater

100. Your client wants to show ads to people who've visited her website before. Which Adwords feature would you recommend that she use?

- a. Dynamic Search Ads
- b. Conversion tracking
- c. **Remarketing**
- d. E-commerce tracking