

Q: Your Destination URL Cannot_____.

- Link To A Sign-Up Or Check-Out Page
- Link To A Secure Site
- Link To A Website That Is Under Construction
- Utilize Third-Party Tracking Software
- Link Directly To Your Homepage

Q: Your Site May Have A Pop-Up On The Landing Page As Long As The Content In The Pop-Up Is Highly Relevant To The Content On Your Landing Page.

- True
- False

Q: A Uniform Resource Locator (URL) Is Commonly Known As A(N)_____.

- Web Address
- Web Page
- IP Address
- IP Number

Q: Which Of The Following Would Be An Example Of A Valid Display URL?

- Www.Gmail.Co
- Best Email At Www.Gmail.Com
- Www.Gmail.Com

Q: According To Punctuation Policy, How Many Total Exclamation Points Are Allowed In Your Ad Text?

- Zero
- One
- Two
- Three

Q: Which Of The Following Is An Example Of A Call-To-Action Phrase?

- Best Of The Web
- Lowest Prices
- Buy Here
- Personalized Service

Q: Google_____ Certain Common Misspellings Or Variations Of Words In Ad Text.

- Allows
- Does Not Allow

Q: Prices Stated In Your Ad Text Must Always Be Supported Within 1-2 Clicks Of Your Landing Page.

- True
- False

Q: Free Offers In Ad Text Must Be Supported_____.

- On Your Landing Page
- Within 1-2 Clicks Of Your Landing Page
- Within 3-4 Clicks Of Your Landing Page
- Within 5 Clicks Of Your Landing Page
- Somewhere On Your Site

Q: When Might Google Allow The Use Of A Superlative In Ad Text?

The Claim Is Discussed On The Landing Page Of The Site The Claim Is Backed By Legitimate Third-Party Support Superlatives Are Always Allowed In Ad Text
Superlatives Are Never Allowed In Ad Text

Q: Which Of The Following Is Considered A Superlative That Would Not Be Allowed In Ad Text Without Verification?

Great
Best
Most
Hottest

Q: Text In Image Ads Must Adhere To Editorial Policy Guidelines.

True
False

Q: You Must Include A Display URL In The Image You Upload.

True
False

Q: Image Ad Size And Orientation Standards State That Image Ads Are_____ To Be Rotated Or Inverted.

Allowed
Not Allowed

Q: Google Image Ads Can Be Rated With Which Level Of Classification?

Family Safe Only
Family And Non-Family Safe
Family, Non-Family, And Pornographic

Q: Which Of The Following Is A Trademark Owned By Google?

Orkut
AOL
Orbitz
Logitech

Q: Advertisers Are Responsible For Their Use Of Other Companies' Trademarks As Keywords And Ad Text.

True
False

Q: When Will Google Begin A Trademark Investigation?

As Soon As Google's Technology System Identifies Trademark Violations
As Soon As Google Receives A Phone Call Requesting An Investigation
As Soon As Google Receives An Email. The Claim Form Can Be Sent Later
After All Mandatory Information Included In A Claim Are Received

Q: Google's Policy On Copyright Claims Applies To_____.

- Search Results Only
- Google Groups Postings Only
- Ads And Search Results Only
- Ads Only
- Ads, Search Results, And Google Groups Postings

Q: Which Two Of The Following Ways Can You Send A Google Copyright Claim Form? (Select 2)

- By Email
- By Ground Mail
- Online Form
- Fax

Q: If The Daily Budget For Your Campaign Is Less Than The Recommended Amount, What May Occur?

- Your Ads May Show Intermittently Throughout The Day
- Your Ads May Be Shown In A Lower Position
- Your Ads Will Stop Showing Until You Increase Your Daily Budget
- Your Ads Will Show Only When A User Searches On Your Top-Performing Keyword

Q: Which Of The Following Is True About Your Cost-Per-Click (CPC) Bid?

- You Can Set A CPC Bid For Each Ad Group Or Keyword In Your Campaign
- Your Cost-Per-Click (CPC) Bid Is Always \$0.05
- There Is A Limit On The Number Of Times You Can Change YourCPC Bid
- Google Always Sets Your CPC Bid For You

Q: Google Determines Your Keyword's Quality Score By Considering All Of The Following Factors, Except_____.

- Cost-Per-Click (CPC) Bid
- Click through Rate (CTR)
- Relevance Of Your Ad Text
- Historical Keyword Performance

Q: On Search Result Pages, Our System Determines Your Ad's Rank Based On _____.

- Your Keyword's Quality Score On Google And Its Cost-Per-Click (CPC) Bid
- Only Your CPC Bid
- The Length Of Time You Have Been An Ad words Advertiser
- Your Website's Performance In Google's Natural Search Results

Q: Which Of The Following Statements Is True Regarding Ad words Ad Ranking?

- Your Ad Can't Be Locked Out Of The Top Position Based Solely On Price
- Having Irrelevant Keywords And Ad Text Will Result In A Better Rank For Your Ad
- Well-Targeted Ads Are Those That Target The Largest Number Of People
- The Advertiser Who Bids The Most Will Have The Highest Ad Rank

Q: Ad words Standard Edition Is Ideal For Advertisers Who Want More Control Over Their Account.

- True
- False

Q: Ad words Starter Edition Is Not Ideal For Advertisers Who Want To_____.

Track Their Ad words Return On Investment
Sign Up With A Minimized One-Page Form
Take A More Hands-Off Approach To Ad words Account Management
Target Users In Only One Specific Region

Q: It Is Possible To Set Up Site-Targeted Campaigns In Both The Standard And Starter Editions Of Adwords.

False
True

Q: You Can Edit Your_____ After You Have Completed The Ad words Account Creation Process.

Ad words Account Time Zone
Keywords
Payment Currency
Method Of Billing (Post pay Versus Prepay
V

Q: Once You Graduate To Standard Edition, You Can Return At Any Time To Starter Edition.

True
False

Q: Which One Of The Following Does Not Apply To The Entire Adwords Account?

Billing Information
Login Email Address
Daily Budget
Account Preferences

Q: An Ad words Standard Edition Account Can House Up To_____ Campaigns And_____ Ad Groups Per Campaign.

1, 1
10, 25
25, 100
Unlimited, Unlimited

Q: Let's Say That You Have A New Product That Needs To Be Advertised In A Specific Location. What Action Should You Take?

Create A New Account
Set An Additional Location Target In An Existing Campaign
Create A New Campaign
Create A New Ad Group In An Existing Campaign

Q: What Is The Structure Of An Ad words Account From The Top Down?

Account, Ad Group, Campaign, Ad Text And Keywords
Account, Campaign, Ad Text And Keywords, CPC And Budget
Account, Campaign, Ad Group, Ad Text And Keywords
Account, Budget, Ad Group, Campaign And Keywords

Q: Each Ad words Campaign Has Its Own Daily Budget.

True

False

Q: A Campaign's Language And Location Targets Can Be Edited After The Campaign Has Been Created.

False
True

Q: The Search My Campaigns Box On The Campaign Summary Page Allows You To_____.

Perform A Test Search On Google For Your Ads
Search For All Inactive Keywords In Your Account
Search For Words Or Phrases Across All Campaigns, Ad Groups, And Ads In Your Account
Search For All Poorly Performing Keywords With A Clickthrough Rate (CTR) Below .25%

Q: It Is Possible To Customize The Columns On The Campaign Summary Page.

True
False

Q: By Choosing_____ On The Edit Campaign Settings Page, Google Will Show Your Ads As Quickly As Possible Until Your Daily Budget Is Met.

Standard Delivery
Enable Position Preference
Accelerated Delivery
Target All Countries

Q: Ad Groups Within A Campaign Can Be Paused From The Campaign Details Page.

True
False

Q: Which Of The Following Actions Cannot Be Performed From The 'Keywords' Tab?

Edit Your Cost-Per-Click (CPC) Bids
Check To See Whether A Keyword Is Showing Ads
Edit Your Ad words Ad Text
Pause Individual Keywords From Showing Ads

Q: On The 'Keywords' Tab, You Can Use The Magnifying Glass Icon_____.

To Add New Keywords
To Check Your Keyword Quality Score
To Monitor Your Ad's Average Position For Each Keyword
To See Whether A Keyword Is Showing Ads.

Q: It Is Not Possible To Pause An Individual Text Ad.

True
False

Q: On The_____, You Can Edit Your Payment Details And Change Your Billing Address.

Billing Summary Page
Billing Preferences Page
Edit Campaign Settings Page
Account Preferences Page

Q: You Can Change Your Login Email Address From The Account Preferences Page Under The 'My Account' Tab.

False
True

Q: You Can Use _____ To Invite Other Users To Share An Account With You.

The Account Preferences Page
The Access Page
Ad words Customer Support
The Campaign Summary Page

Q: Which Of The Following Is Not A Good Way To Expand Your Keyword List?

List 2- To 3-Word Phrases That Searchers Might Use To Find Your Product Or Service.
Use The Keyword Tool.
List As Many Keywords As Possible To Draw All Possible Traffic.
List Plural Variations, Synonyms, And Spelling Variations Of Your Existing Keywords.

Q: It Is Best To Keep Keyword Lists In Each Ad Group Small And Manageable.

True
False

Q: _____ Keywords Only Show Your Ad When The Precise Phrase Is Used In The Search Query – Without Any Other Words Before, Between, Or After.

Phrase Match
Precision Match
Negative Match
Exact Match

Q: Single-Word Or General Keywords Are _____.

Excellent For Your Return On Investment
Too Broad And Can Lead To Clicks From People Who Don't Know What You're Offering
Useful In Generating Highly Targeted Traffic For Your Site
Good For Preventing Irrelevant Traffic

Q: Which Of The Following Is Not An Effective Method For Writing Adwords Ad Text?

Rotate Your Ads And Automatically Show The Best Performing Ad More Often.
Use Only One Ad Variation Per Ad Group For The Sake Of A Consistent Message
Utilize A Call To Action, Such As Buy, Order, Or Purchase
Include The Most Relevant Information About Your Business First

Q: The Most Effective Ad words Ad Headlines _____.

Include The Company Name Or Website Domain Name
Do Not Contain The Most Important Keywords
Are Written In All Capital Letters
Directly Relate To The Keywords Being Searched

Q: Your Ad words Display URL Has To Be The Exact Same As Your Destination URL.

True
False

Q: Which Of The Following Is Not An Available Format For Adwords Image Ads?

Large Rectangle

Wide Skyscraper
Small Sphere
Small Square

Q: Image Ads Can Be Created In Both Keyword-Targeted And Site-Targeted Campaigns.

False
True

Q: Video Ads Are 'Click-To-Play,' So The First Thing Users Will See When Your Ad Is Shown Is A_____.

Text Ad
Static Image
Looping Video
Box With A Large Play Button

Q: It's Best To Deliver Key Messages Late In Your Video Ad.

True
False

Q: Local Business Ads Have The Ability To Show On The Google Content Network.

True
False

Q: Before You Can Create A Local Business Ad, You Must First_____

Enable The Content Network
Verify That Your Business Is Included On Google Maps
Advertise On Google Six Months
Create A Local Business Listing In The Local Business Center

Q: The Format Of Local Business Ads Is The Same On Google Maps And The Google Search Network.

True
False

Q: Mobile Ads Contain_____ Lines Of Ad Text With A Maximum Of_____ Characters On Each Line.

12 To 25
12 To 18
18 To 25
12 To 18

Q: It Is Possible To Have Your Mobile Ad Connect Users To Your Business Phone.

True
False

Q: The Pricing Model For Mobile Ads Is Either Pay-Per-Click Or_____.

Pay-Per-Impression
Pay-Per-Call
A Monthly Flat Rate
Price-Per-Acquisition

Q: Search Results Sites Like Google Make Up The Majority Of Pages Viewed On The Internet.

False
True

Q: Site-Targeted Ads Are Contextually Targeted.

False
True

Q: Which Of The Following Is True Regarding Ad Placement On Google Network Sites?

Ads That Contain Graphics Are Eligible To Appear On Both The Search And Content Networks.
The Ads You Create For The Content Network Must Be Different Than Your Ads For The Search Network.
Google Automatically Formats Your Ad To Match The Look And Feel Of Different Network Sites.
Ad words Ads Are Not Labeled As Sponsored Links On The Content Network

Q: Which Of The Following Is Not A Way In Which You Can Fine Tune Your Ads For Search Targeting?

Target Specific Locations And Languages.
View The Keywords That Your Competitors Use.
Choose Keywords That Are Highly Relevant For Your Product Or Service.
Use Keyword-Match Types

Q: A Low Click through Rate (CTR) For Your Ads On The Content Network _____.

Will Increase The Minimum Cost-Per-Click (CPC) Bid For Your Keywords
Is Abnormal, And Should Be Escalated To An Ad words Professional
Has The Same Impact On Your Account As A Low Click through Rate On Google.
Will Not Affect The Ranking Of Your Ads On Search Results Pages

Q: A Low Click through Rate On Content Pages Always Indicates That Your Ads Are Not Profitable.

False
True

Q: Site-Targeted Ads Share The Ad Space On A Content Page With How Many Other Google Ads?

0
3170

Q: Site-Targeted Campaigns Do Not Offer The Ability To_____.

Include More Characters In Text Ads
Expand Your Ad To Fill All Space Reserved For Ads On A Page
Pay On A Cost-Per-Thousand Impressions (CPM) Basis
Choose Which Sites You Want Your Ad To Appear On

Q: Site-Targeted Campaigns Are Not Useful For Advertisers Who Want To Build Brand Awareness.

True
False

Q: For Site-Targeted Campaigns, The Site Tool Gives You Four Different Ways To Choose Websites On Which To Show Your Ad.

True
False

Q: The Keyword Tool Is Useful In The Creation Process For A Site-Targeted Campaign.

True
False

Q: Your Cost-Per-Thousand Impressions (CPM) Bid Is_____.

The Amount You Are Willing To Pay For 1000 Clicks
The Amount You Are Willing To Pay For Each Impression
The Amount You Are Willing To Pay Per Month For The Entire Campaign

The Amount You Are Willing To Pay For 1000 Impressions

Q: Site-Targeted Ads Do Not Compete With Keyword-Targeted Ads.

False
True

Q: With Cost-Per-Thousand Impressions (CPM) Pricing, You Always Pay Your CPM Bid For The Impressions Received.

False
True

Q: In Order For A Site-Targeted Ad To Appear On A Page, Its Cost-Per-Thousand Impressions (CPM) Bid Must_____. (select 2)

Outrank The Effective Cost-Per-Thousand Impressions (Ecpm) Bids Of The Top Four Keyword-Targeted Text Ads Combined
Outrank The Ecpm Of The Top Keyword-Targeted Text Ad
Be Higher Than The Cost-Per-Click (CPC) Bid Of The Top Keyword-Targeted Text Ad
Be Greater Than \$1.00

Q: Google Does Not Consider A User's_____ When Determining Whether To Show Your Ad.

Google Domain (Ex. Google.Fr, Google.Jp, Google.Co.Uk)
Previous Purchasing History
IP (Internet Protocol) Address
Language Preference

Q: Which Of The Following Is True Regarding Google Ad Translation?

Google Does Not Translate Ad Text
Google Translates Ad Text If Requested
Google Automatically Translates Ad Text To Your Targeted Language
Google Will Translate Your Ad Text For A Small Fee

Q: If The User Doesn't Specify A Language Preference, Google Determines The Default Language Preference_____.

By Considering The User's IP Address
By Considering The Language Of The Query Entered
By Considering The Google Domain (Like Google.Fr)
To Be English

Q: _____ Is A Unique Number Assigned To Each Computer Connected To The Internet.

A Web Address
A Domain Name
An IP Address
An Authenticity Code

Q: Considering A User's IP Address Is The Only Method Google Uses To Show Regionally Targeted Ads.

True
False

Q: Targeting Your Ads To All Countries And Territories Is Ideal For A Business That_____.

Provides Software Solutions To Users In Phoenix, Arizona
Sells Spanish-Language Books

Makes Handmade Toys And Ships Them Globally
Has A Distribution System That Serves Western Europe And South
America Only

Q: _____ Gives You A Good Way To Reach Your Users Even If They're Physically Located In Non-Native
Areas.

Location Targeting
Language Targeting
Ad Scheduling
Position Preference

Q: Region And City Targeting Can Help You Keep Your Quality Score _____ While Keeping Your
Cost _____.

Low, Low
High, Low
Low, High
High, High

Q: Regionally Targeted And Country- And Territory-Targeted Ads Appear In The Same Format On Google.

True
False

Q: Which Of The Following Businesses Could Best Utilize Region And City Targeting?

A Book Publisher Advertising Nationwide
Hardware Store That Only Wants To Target A 30-Mile Radius
Around Its Business Location
A Spanish Language Education Service
A Flower Company That Only Delivers To San Francisco

Q: You Should Choose Customized Targeting For Your Ad words Campaign _____.

If You Want To Reach An Audience In A Very Specific Area.
If You Want To Target Metro Regions Like Chicago
If You Want Different Advertising Messages In Different Regions Of The Country
If You Want To Reach The Widest Possible Audience

Q: It Is Possible To Target A 50-Mile Radius Around Your Business Location.

True
False

Q: With Multi-Point Targeting,_____.

You Can Create Your Customized Region With Just Two Points On The Map
You Have To Manually Record The Latitude And Longitude Of Your Target Parameters
You Can Create Target Areas Of Virtually Any Size And Shape
You Cannot Use Local Business Ads

Q: The Default Setting For Any New Keyword Is Phrase Match.

True
False

Q: Which Punctuation Should You Apply When Using The Broad-Matched Keyword Matching Option?

None
Brackets []
Quotations" "
Parenthesis ()

Q: An Ad With The Keyword "Cheap Chocolate" (In Quotations) Would Run On Which Of The Following Search Queries?

Quality Chocolates Cheap
Cheap Yummy Chocolates
Chocolate Cheap And Tasty
'Good Cheap Chocolate'

Q: To Indicate A Keyword As An Exact Match, Which Of The Following Should Be Used?

None
Brackets []
Quotations" "
Parenthesis ()

Q: An Advertiser Is Selling Ballet Slippers. If He Does Not Want His Ad To Appear When 'Wedding Ballet Slippers' Is Queried, He Should Apply The Negative-Match Keyword 'Wedding.'

True
False

Q: Which Keyword Matching Option Provides The Best Possibility For High Numbers Of Ad Impressions?

Exact Match
Phrase Match
Broad Match
High Traffic Match

Q: Exact Match Tends To Give You Fewer Clicks But Higher Conversions.

True
False

Q: You Can Use Multiple Keyword Matching Options For Different Keywords In The Same Ad Group.

True
False

Q: You Will Always Be Charged The Maximum Cost-Per-Click (CPC) Bid You Set For A Keyword Or Ad Group.

False
True

Q: Using _____, Ad words Reduces The Price You Pay For A Click On The Content Network If Our Data Shows That Click To Be Less Likely To Turn Into An Actionable Business Result.

The Ad words Discounter
Account Optimization
The Budget Optimizer
Smart Pricing

Q: Using Ad words Post pay Option, When Does Google Raise Your Account Credit Limit?

When An Advertiser Requests A Credit Limit Raise
Each Time An Account Reaches Its Credit Limit Within A 30-Day Period
After You Have Been An Advertiser For 6 Months
Google Credit Limits Can Not Be Raised

Q: Which Of The Following Represents The Way Google Raises Account Credit Limits?

US\$50, US\$150, US\$300, US\$500

US\$50, US\$100, US\$150, US\$200

US\$50, US\$200, US\$300, US\$500

US\$50, US\$200, US\$350, US\$500

Q: Google Will Never Charge You More Than Your Credit Limit.

False

True

Q: Google Will Never Charge You More Than Your Credit Limit.

False

True

Q: Prepay And Post pay Options_____.

Are Only Available In The U.S.

Depend On Your Billing Address And Chosen Currency

Are The Same For All Countries And Currencies

Vary Depending On The Type Of Business

Q: If You Are Billed On A Post pay Basis,_____. (select 2)

You Can Pay Off Your Balance Whenever You Want

You Will Always Be Charged Only Once A Month

You Are Charged Every 30 Days Unless Your Advertising Costs Reach

Your Credit Limit Within Your 30-Day Billing Cycle

Your Charges Will Never Exceed The Credit Limit For Your Account

Q: Your Billing Summary Page Will Appear The Same Regardless Of Whether You're Billed On A Postpay Or Prepay Basis.

False

True

Q: Ad words Will Never Generate Traffic In Excess Of Your Daily Budget

False

True

Q: Pending Charges Are Advertising Costs Accrued Since The Last Time You Were Billed. You Can View Your Pending Charges By_____.

Clicking On The Relevant Invoice Number

Checking The Balance Due On The Billing Summary Page

Checking The Outstanding Balance On The Billing Summary Page

Checking Your Total Charges For The Last Month To Serve As An Estimation Of This Month's Activity

Q: For Each Invoiced Payment, It Is Possible To View Your Advertising Charges Broken Down By Campaign.

False

True

Q: You Can View Billing Adjustments Like Invalid Click Credits And Promotional Credits On The_____.

Billing Summary Page
Campaign Summary Page
Billing Preferences Page
Invoice Details Page

Q: To Reactivate Your Account After A Credit Card Decline, You Must_____.

Contact The Google Support Team To Have Your Payment Taken
Over The Phone
Pay Your Balance Due Via Check Or Wire Transfer
Resume The Campaign On The Campaign Summary Page
Successfully Re-Submit Your Credit Card Number, Or Enter A New Credit Card Number

Q: How Will You Know When Google Receives Your Bank Transfer Funds?

A Link To Your Bank Transfer History Will Appear In Your Account
You Will Receive A Confirmation Email And Your Ads Will Begin Running
Your Bank Will Notify You By Phone
Your Ads Will Start Running; There Is No Email Confirmation

Q: Advertisers Can Switch Between Prepay And Post pay At Any Time.

False
True

Q: Which Of The Following Is Not A Post pay Option That Google Offers?

Debit Card
Bank Transfer
Direct Debit
Credit Card

Q: Using The_____ Payment Option, You Authorize Google To Withdraw Accrued Advertising Charges Directly From Your Bank Account.

Post pay Credit Card
Bank Transfer
Prepay Credit Card
Direct Debit

Q: Direct Debit Is Available To All Advertisers Around The World

False
True

Q: What Does EU VAT Stand For?

Established Union Values And Targets
European Union Value Added Tax
European Union Values And Taxes
Estados Unidos Value Added Tax

Q: Ad words Customers With A Billing Address Located In_____ Must Self- Assess Their VAT Charges.
Ireland

The European Union, Not Including Ireland,
Germany, But Not Other Countries Of The European Union,

All Countries Of The European Union

Q: Who Is Affected By The VAT Tax?

All Advertisers Worldwide
All Advertisers Targeting European Countries
Just Advertisers In Ireland
All European Union Advertisers

Q: How Does Google Get Access To Customers' VAT Numbers?

Advertisers Enter Their VAT Registration Numbers Upon Account Creation
Advertisers' Addresses Are Automatically Linked To VAT
Registration Numbers In A VAT Database
Google Accesses The VAT Directory To Search For An Advertiser's Name
Google Assigns A VAT Number To Each New EU Customer

Q: European Union VAT Policies State That An Advertiser Who Does Not Submit A Valid VAT Number Will Be Charged VAT At Which Rate?

The Irish VAT Rate
The EU Standard VAT Rate
The UK VAT Rate
Submission Of A Valid VAT Number Is Required To Advertise In The EU

Q: Advertisers On Invoicing Terms_____.

Are Subject To Account Suspension In The Case Of A Credit Card Decline
Must Pay Each Invoice By Check Or Wire Transfer
Are Typically Charged Twice Per Month
Are Given Priority In Their Ad Position

Q: What Is Another Commonly Used Term For "Invoicing?"

Credit Billing
On Faith Billing
Credit Terms
Post pay Billing

Q: What Is The Minimum Spending Level An Advertiser Must Maintain To Qualify For Invoicing?

US\$100 Per Month For At Least 3 Months
US\$10,000 Per Month For At Least 3 Months
US\$1,500 Per Month For At Least 3 Months
There Is No Minimum Spending Level

Q: All Customers Who Meet The Minimum Monthly Spend Requirement Can Automatically Switch To Invoicing.

False
True

Q: Which Of The Following Factors Is Not Considered When Determining Your Quality Score?

Cost-Per-Click (CPC) Bid
Click through Rate (CTR)
Ad Text And Keywords
Landing Page Relevance

Q: Your Keyword Will Be Inactive For Search If _____.

Your Cost-Per-Click (CPC) Bid Is Below The Minimum Bid Required
Your CPC Bid Is The Same Or More Than The Keyword's Minimum Bid Requirement
It Doesn't Receive An Impression For 7 Consecutive Days
You Disable Quality-Based Bidding

Q: Which Statement Best Describes The Relationship Between Quality Score And Minimum Bid?

Quality Score And Minimum Bid Are Unrelated
Keywords With A Low Quality Score Are Assigned A Low Minimum Bid
Keywords With A High Quality Score Are Assigned A Low Minimum Bid.
Your Quality Score Is Assigned Based On Your Chosen Minimum Bid

Q: Once Our System Has Determined Your Keyword Quality Score, It Cannot Change Within Your Adwords Account.

True
False

Q: Which Of The Following Statements Regarding Your Account Performance Is False?

Your Keyword Will Be Listed As Disapproved If Your Cost-Per-Click (CPC) Bid Is Lower Than The Minimum Bid
A High Click through Rate (CTR) Normally Indicates That Your Campaign Is Performing Well
A Low Minimum Bid Usually Means Your Keyword Is Performing Well
You Can Use The Ads Diagnostic Tool To See If Your Ad Is Showing For A Particular Keyword Query

Q: If Your Payment Continues To Be Declined In Your Ad words Account After You Have Completed The Troubleshooting Checklist Provided By Google, What Should You Do Next?

Contact The Financial Institution That Handles Your Funds.
Contact Google Customer Service To Discuss The Decline.
Send Google Additional Forms Demonstrating Sufficient Financial Funds.
Cancel Your Account And Create A New Account With The Same Payment Information.

Q: If Your Ads Have Stopped Showing As The Result Of A Declined Payment, How Do You Get Them Running Again?

Re-Submit Your Primary Payment Information In Your Ad words Account.
Contact Ad words Customer Support To Have Them Take Your Payment Over The Phone.
Pay The Balance Due With A Check Made Out To Google Ad words
Request That Your Account Run On Credit.

Q: Your Ads Can Appear On Google Only After You've Entered Valid Billing Information.

True
False

Q: Which Of The Following Is True Regarding Your Ad words Campaign Status?

It Is Possible To Reactivate Campaigns That Have Ended.
Campaigns Cannot Be Undeleted.
Paused Campaigns Still Show Ads On Google.
Campaigns Can Be Resumed On The Account Preferences Page

Q: Let's Say Your Ads Stop Showing Every Day Around 2 P.M. Due To The Exhaustion Of Your Daily Budget. How Do You Determine Your Daily Budget So That Your Ads Get Full Exposure?

View The Recommended Budget In Your Ad words Account.
Contact Ad words Customer Support For The Most Accurate Recommendation.
Use The Ad Scheduling Feature In Your Ad words Account.
Set A Daily Budget Far Higher Than You Are Comfortable With To Ensure That You Get All Possible Traffic.

Q: You Will Not Be Able To Locate Your Ad On Google If Your Ad's Location Target Does Not Include Your Own Location.

True
False

Q: Your Ads Will Show If The Cost-Per-Click (CPC) Bid For An Ad Group Is Higher Than The Campaign Daily Budget.

True
False

Q: Your Ad Was Disapproved For A Violation Of One Of Our Editorial Policies. Which Is True?

You Will Have To Create A Brand New Ad, As Ad words Does Not Allow You To Edit Existing Ads.
Your Ad Will Not Be Eligible To Show Until You've Made The Appropriate Changes And Re-Submitted It For Review.
You Are Unable To View The Exact Reason Your Ad Was Disapproved.
You Will Not Receive Any Type Of Alert That Your Ad Has Been Disapproved

Q: Ads For Sites Containing Sexually Explicit Material Are Eligible To Show Alongside All Search Results On Google.

True
False

Q: Which Keyword Type Can Be Re-Enabled Using Optimization Techniques To Increase The Keyword's Quality Score?

Deleted
Disapproved
Negative
Inactive For Search

Q: Keywords Marked Inactive For Search _____.

Must Be Deleted From Your Account
Have Been Disapproved For Violation Of An Editorial Guideline
Can Still Trigger Ads On Content Network Sites
May Still Occasionally Show Your Ads On Google

Q: A Poor Performing Keyword Can Affect The Quality Score Of An Entire Ad Group Or Campaign.

True
False

Q: To Access The Report Center, Click On The Reports Tab.

True

False

Q: The Report Center Allows Advertisers To_____. (Select 3)

Email Reports To Specified Users
Download Reports In Spreadsheet Form
Edit Keywords Within A Downloaded Report
View Both Data And Graphs For Selected Reports

Q: In Which Three Ways Can You View Your Report? (Select 3)

View Report History
View Data Only
View Graphs Only
View Data And Graphs

Q: While A Report Is Loading_____.

You Can Turn Off Your Computer
You Should Wait For The Report To Load Fully Before Beginning Another Task
You Should Not Close Your Browser Window
You Should Print Out The Report In Case It Is Lost While Loading

Q: You Can Save Your Report Within Your Ad words Account To View Later.

True
False

Q: The Report Center Will Only Save Your_____ Most Recent Reports.

2
5
10
20

Q: If You Create More Than 5 Reports, The System Will Automatically_____ The Oldest Reports.

Delete
Archive
Move
Refresh

Q: An Advertiser Spends US\$20 For Clicks On A Keyword, Resulting In \$100 In Sales. What Is The ROI For This Keyword?

4%
400%
40%
125%

Q: ROAS Is An Acronym For_____.

Revenue Of Ad Spend
Return On Ad Spac
Return On Ad Spend
Result Of Ad Stock

Q: An Advertiser Sells Chocolates With Google Ad words. Given The Conversion Data Below, What Is The Minimum Amount That She Must Charge To Earn A Profit From Sales On These Keywords?

Keyword	Status	Clicks	Impr.	CTR Avg.	CPC Cost Avg.	Pos Conv.	Rate	Cost/Conv.
Worda	Active	163	1,531	10.6%	US\$1.59	US\$258.47	1.1	9.82% US\$16.15
Wordb	Active	222	1,922	11.5%	US\$1.05	US\$230.95	1.1	6.31% US\$16.50

- US\$1.75
- US\$10.00
- US\$16.75
- US\$18.25

Q: Cost-Per-Acquisition (CPA) Can Be A Measure Of Advertising Effectiveness.

- True
- False

Q: To Use Conversion Tracking, You Must Have Which Two Of The Following? (Select 2)

- An Active Ad words Ad
- The Ability To Edit The HTML Of Your Webpage
- A Budget High Enough To Cover The Cost Of Conversion Tracking

Q: How Much Does Google's Tracking Conversion Tool Cost?

- US\$30 Per Year
- US\$5 Per Month
- US\$.20 Per Use
- It's Free.

Q: To Pause Conversion Tracking, You Must_____.

- Click The 'Pause Conversion Tracking' Button, And Remove The Code From Your Website
- Click The 'Pause Conversion Tracking' Button
- Remove The Code From Your Website
- Email A Google CSR To Remove Conversion Tracking For You

Q: Which Three Of The Following Are Types Of Conversions? (Select 3)

- Lead
- Time
- Sign Up
- Page View

Q: The 'Other' Transaction Label Allows You To Track How Many Pages A User Has Viewed.

- True
- False

Q: Adding A Dynamic Variable To The 'Total Value' Field Within Your Conversion Tracking Code Will Allow You To Perform What Function?

- Calculate The Value Of Conversions As A Percentage Of Total Ad Spending
- Calculate The Accumulated Value Of Conversions Consisting Of Several Purchases, Each With A Unique Value
- Calculate The Value Of A Single Conversion, Even If A User Has Made Several Purchases

Q: If You Want To Track The Number Of Users Who Purchase A Book Selling For US\$12 On Your Site, What Would You Enter Into The 'Variable' Field?

\$TC12
<%12=Totalvalue%>
A Variable
12

Q: A Cross-Channel Campaign_____.

Is A Service For Distributing Advertisements
Is An Advertising Account With A Non-Ad words Online Advertising Channel
Is A Campaign Created In Your Ad words Account To Track Non-Ad words Channels
Is A Web Address That Include Parameters That Identify The Source Of Clicks, The Search Query Used, And Other Information

Q: Which Two Of The Following Are Requirements When Using Cross-Channel Conversion Tracking? (Select 2)

Enable Conversion Tracking From The Conversion Tracking Page In Your Ad words Account
Set Up One Or More Campaigns For Each Channel That You Want To Track
Use A Tracking URL With The Following Parameters
[Http://YOURDOMAIN.COM?Gkw=KEYWORD+KEYWORD&Gad=CHANNEL ADINFO](http://YOURDOMAIN.COM?Gkw=KEYWORD+KEYWORD&Gad=CHANNEL ADINFO)
Enable Tracking Urls In Your Overture Ads (If You Use Overture)

Q: When A User Clicks An Ad Using A Google Cross-Channel Conversion Tracking URL, A Cookie Is Placed On The User's Computer, Which Is Used To Send Conversion Tracking Information To Your Account.

True
False

Q: What Would You Type Into The Blank In The Following Tracking URL To Have It Run On The Keywords 'Chocolate Bar.' [Http://Candy-Example.Html?Gkw=Chocolate____&Gad=A907873](http://Candy-Example.Html?Gkw=Chocolate____&Gad=A907873)

Chocolate+Bar
+Bar
Bar
&Gwk=Bar

Q: When Setting Up Cross-Channel Conversion Tracking For A PPC Account, One URL May Be_____ To Maintain, But Combines All The Data From All Keywords, While One Tracking URL For Each Keyword May Provide More _____ Conversion Data.

More Difficult...Imprecise
More Difficult...Detailed
Easier...Imprecise
Easier...Detailed

Q: Which Of The Following Is Not A Technique For Optimizing Your Account?

Organizing Your Ad Groups
Editing Your Landing Page
Increasing Your Daily Budget
Changing Your Cost-Per-Click (CPC) Bids

Q: Advertisers Who Have Been With Ad words For Many Years Don't Need To Optimize Their Accounts.

False

True

Q: It Is Important To Browse Competitors' Advertisements And Sites_____.

To Help You Get An Idea Of What Sets You Apart From Them
To Help You Mimic Some Of The Effective Techniques That Competitors Use
To Help You To Show Your Ads On The Same Keywords
So You Can Incorporate Effective Phrases From Their Ad Text

Q: An Advertiser Should Test Different Landing Pages.

True
False

Q: If A Keyword Has A Good CTR But Is Not Converting Well, What Should You Try Changing?

The Matching Option
The Landing Page
The Daily Budget
The Language Targeting

Q: Which Three Of The Following Are Characteristics Of Effective Landing Pages? (Select 3)

Easy To Navigate
Text-Only
Display Product Details Included In Keyword
Relevant To The Ad Text

Q: Which Of The Following Would Be A Good Landing Page For The Keyword 'Valentine's Dark Chocolate?'

A Page Within The Site Selling Dark And White Chocolates Only The Site's Homepage
A Page Within The Site Selling Specially-Themed Valentine's DayDark Chocolates Only
A Page Within The Site Selling The Best Deal On Cheap Christmas Chocolates

Q: Creating Highly Specific Ad Groups Allows You To_____.

Create Ads That Most Accurately Promote What You're Selling
Create Large Keyword Lists Composed Of General Keywords
Link Your Ads To Your Homepage Instead Of A More Targeted Page
Target The Right Languages And Locations

Q: If You Include Identical Keywords Within The Same Account,_____.

They Will Compete With Each Other, And The Better-Performing Keyword Will Trigger Your Ad
They Will Both Be Eligible To Show Ads On The Same Keyword Query
The Keyword Which Was Entered Into Your Ad words Account First Will Always Show The Ad
Neither Keyword Will Be Eligible To Show Ads

Q: Which Of The Following Is Not An Effective Keyword Strategy?

Select The Broadest Keywords Related To Your Product To Capture The Most Traffic
Choose Two- Or Three-Word Keyword Phrases Include Singular And Plural Keyword Variations
Choose Specific Keywords That Relate To Your Business, Ad Group, And Landing Page

Q: Which Of The Following Unique Keyword Urls Would Be The Most Relevant For The Keyword Query, 'Lawnmowers?'

Www.Sample-Advertiser.Com/Lawn-And-Garden/Lawnmowers
Www.Sample-Advertiser.Com/Lawn-And-Garden
Www.Sample-Advertiser.Com

Q: For Site-Targeted Campaigns, It Is Possible To Target Only Specific Sections Of A Website.

True
False

Q: Advertisers Should Use Only One Text Ad Per Ad Group In Order To Maintain Consistency.

True
False

Q: Which Of The Following Advertisers Would Be A Good Candidate For Ad Scheduling?

A Pizza Delivery Company That Is Only Open From 5 P.M. To 1 A.M. Daily.
A Clothing Company That Processes All Orders Online.
A Law Firm That Acquires Its Leads Via A Contact-Us Form On Its Website.
A Spanish Language Book Publisher That Only Ships To Latin America.

Q: Which Ad words Ad Serving Option Will Show Your Higher Performing Ad More Often?

Optimize
Standard
Rotate
Accelerated

Q: The Advanced Mode Of Ad Scheduling Allows You To_____.

Automatically Raise Or Lower Your Bids During Certain Time Periods
Change Your Scheduling Options On A Keyword By Keyword Basis
Set A Content Network-Only Schedule For Your Campaign
Automatically Adjust Your Daily Budget On Certain Days

Q: The Ad words Definition Of Increasing Traffic Means Increasing The Number Of Times An Ad Is Seen.

True
False

Q: The More_____ A Keyword, The More Potential Traffic It Has.

Specific
Unprofitable
Irrelevant
General
Exact

Q: Which Three Of The Following Can Be Done To Increase Traffic? (Select 3)

Add New Or Unused Keywords
Create Keywords For Unadvertised Products
Delete All Poorly Performing Keywords
Raising Your Maximum CPC

Q: The Plural And Singular Form Of The Same Keyword_____.

Can Perform Very Differently, And In Some Cases, Should Have Different Cpcs
Typically Perform The Same, And Should Usually Have The Same CPC Usually Produce The Same ROI
Are Redundant; The Singular Form Of The Keyword Is Sufficient For All Traffic

Q: Which Three Of The Following Changes To Your Campaign Settings Can Increase Traffic? (Select 3)

- Opting To Show Your Ads On Our Content Network
- Opting To Show Your Ads On Our Search Network
- Increasing Your Daily Budget
- Targeting One Local Region

Q: In General, Including The Price Of A Product In The Ad Text Improves Conversion Rate.

- True
- False

Q: For A Website Selling Books, Which Is Not An Effective Negative Keyword?

- Free
- Phone
- Buy
- Yellow
- Club

Q: Which Two Of The Following Should You Consider When Deciding Whether To Include Pricing In Your Ad Text? (Select 2)

- Your Average Ad Position Over Your Competitors'
- Your Price Compared To Your Competitors'
- Whether Competitors Use Pricing In Their Ad Text
- Your CTR Of Keywords With Prices

Q: An Advertiser Should Immediately Delete A Keyword With A Lower CPC Than Value Per Click.

- True
- False

Q: An Advertiser Should Always Increase The CPC Of A Keyword With A Positive Profit Margin.

- True
- False

Q: For Keywords That Provide A Strong ROI, You Should_____.

- Reduce The Budget For The Ad Group
- Create Image Ads
- Decrease The CPC
- Increase The CPC

Q: If You Have 9 Clicks On A Keyword And The Value Per Click Is US\$0, You Should_____.

- Reduce The CPC For The Keyword
- Increase The CPC For The Keyword
- Wait Until More Clicks Accrue Before Deciding What To Do With That Particular Keyword
- Delete The Keyword

Q: After Adjusting The Maximum CPC For A Keyword,_____ To See Whether The Action Has Been Successful.

- Wait No More Than 24 Hours
- Wait At Least 24 Hours
- Wait At Least A Week
- Wait One Billing Period

Q: If The Keyword Tool Offers Irrelevant Variations, You Should_____.

- Add Those Variations As Exact Matches
- Add Those Variations As Negative Keywords
- Add Those Variations To The Master Keyword List
- Check Traffic Estimates For Those Variations

Q: When Selecting Keywords From The Keyword Tool, Look For Terms _____.

- With High Volume
- With Significant Advertiser Competition
- That Are Highly Relevant To Your Product/Service

Q: What Are Three Uses For The Keyword Tool? (Select 3)

- To Determine Why Your Ad Isn't Appearing For A Specific Keyword
- To Find New Keywords
- To Estimate Traffic For Existing Keywords
- To See Expanded Matches That May Trigger Your Ads

Q: Keywords Generated By The Keyword Tool Have Already Been Reviewed, And Therefore Will Not Be Disapproved By Adwords Specialists.

- True
- False

Q: What Is The Purpose Of The 'Site-Related Keywords' Tab?

- To Display Related Content Sites Where Your Ad May Appear
- To Generate Additional Keywords Based On The Content Of A Webpage
- To Display Keywords That Advertisers Should Include On Their Websites

Q: What Three Actions Can You Take After Adding Keywords To Your Master List? (Select 3)

- Estimate Their Potential Traffic
- Add Them To Your Ad Group
- Select Which Campaign You'd Like To Add Them To
- Download Them As A .Csv (Spreadsheet) File

Q: The Site Exclusion Tool Allows You To Exclude Sites From Google's Search Network.

- True
- False

Q: Site Exclusion Is Applied At What Level?

- Account
- Ad Group
- Keyword
- Campaign

Q: Which Link Will Take You To The Site Exclusion Tool?

- Edit Campaign Settings
- Tools
- Site Targeted
- Conversion Tracking

Q: The Traffic Estimator Tool Can Be Used To Perform Which Of The Three Following Functions? (Select 3)

- View What Other Advertisers Have Bid For The Same Keywords You Have Selected
- View The Expected Clicks And Impressions For The Keyword That You Have Selected
- View Related Keywords That Are Likely To Bring You Additional Targeted Leads
- View The Expected Cost Per Day That You Will Accrue From Clicks On Your Ads
- View The Expected Average Cost-Per-Click Of The Keywords That You Have Selected

Q: The Suggested Maximum Cost-Per-Click Provided By Google Should Allow Your Ad To Show In The Top Position At Least_____ Of The Time.

- 10%
- 50%
- 85%
- 99%

Q: How Should Keywords And Keyword Phrases Be Entered In The Traffic Estimator's 'Keyword' Field?

- Separated By Brackets
- Separated By Semicolons
- Separated By Commas
- One Per Line

Q: Which Of The Factors Listed Below Will NOT Affect The Values That The Traffic Estimator Provides?

- The Number Of Ad Copies You Are Running In The Ad Group
- The Keywords You Select, Including The Matching Option Of Each Keyword
- The Language And Location Targeting Preferences Of The Campaign
- The Maximum Cost-Per-Click You Set For Each Keyword

Q: The My Change History Tool Will Display Changes Such As:

- Daily Budget Adjustments.
- Ad Approval Or Disapproval By Ad words Specialists.
- Maximum Cost-Per-Click (CPC) Adjustments Made By The Budget Optimizer(TM).

Q: If Multiple Users With Different Logins Manage Your Account, You Can Use The My Change History Tool To See Who Made Certain Changes.

- True
- False

Q: The My Change History Tool Displays Changes You've Made To Your Account In The Last_____.

- Three Days
- Three Weeks
- Three Months
- Three Years

Q: The Ads Diagnostic Tool Allows You To_____.

- Find Out Why Your Ads Have Been Disapproved
- Determine Why A Particular Keyword May Not Be Triggering Ads To Appear On Google
- View Changes You've Made To Your Ad Group In The Last Three Months
- Analyze Your Ad Placement On The Google Content Network

Q: The Ads Diagnostic Tool Can Be Accessed In_____ Places In Your Account.

- 1
- 2
- 5
- 0

Q: The Ads Diagnostic Tool Quick Summary Presents The Most Comprehensive Analysis Available In Your Account.

- True
- False

Q: If You Are Unable To Find Your Ad On Google, The First Step You Should Take Is To_____.

- Raise Your Daily Budget Until You See Your Ad
- Contact Google Client Service To Troubleshoot The Issue
- Add Extremely Broad Keywords To Your Account To Increase Your Possible Traffic
- Use The Ads Diagnostic Tool Within Your Account To Troubleshoot The Issue

Q: The Ads Diagnostic Tool Reports Data For Your Ad's Placement On The Google Content Network.

- True
- False

Q: On The Ad Group Details Page, You Can Access The Ads Diagnostic Tool Quick Summary By_____.

- Clicking On Any One Of Your Keywords
- Pointing Your Mouse At The Headline Of The Ad Text In Question
- Pointing Your Mouse At The Magnifying Glass Icon Next To Any Keyword In Your Ad Group
- Clicking Into The Tools Page Of Your Account

Q: The Ad words Editor Offers Which Of The Following As A Benefit?

- A Certain Quota Of Changes Allowed For Any Given Month.
- The Ability To Bypass Review Of Ads By An Editorial Specialist.
- Upload Ads Without Submitting An Exception Request
- Ability To Edit Multiple Accounts At Any Time.

Q: Ad words Editor Is_____.

- A Desktop Application You Can Download For A One-Time Fee.
- A Downloadable Desktop Application Designed To Make Large Changes To Your Account.
- A Program You Can Download For Free And Only Use When Online.
- A Program You Can Download And Use Only For Large Adwords Accounts.

Q: There Are Two Panels In The Interface. They Are:

- Data View, Editorial View
- Editorial View, Edit Panel
- Data View, Edit Panel
- Data Panel, Data View

Q: You Can Create A Campaign Without Posting It To Your Account.

- True
- False

Q: When Choosing The Option That Allows You To Input A Column With Campaign Names:

You Can Import A Saved File Into This Field
You Must Include Maximum CPC And Status
You Can Copy And Paste Directly From An Excel Spreadsheet

Q: The Pushpin Symbol Appears When:

A Change Has Been Made In Ad words Editor
An Item Has Been Added
There Is A Potential Policy Violation
A Comment Has Been Added

Q: The Keyword Grouper Regroups Keywords From One Ad Group Into More Granular Ad Groups.

True
False

Q: You Do Not Need Ad words Editor To View A File That Has Been Exported To CSV.

True
False

Q: When A File Is Shared:

Unposted Local Changes Will Be Marked In Green
Unposted Local Changes Will Be Marked In Purple
Proposed Changes Will Be Marked In Purple

Q: Google Allows Two Or More Of Your Clients To Advertise Using The Same Keyword, Provided They Have Separate Accounts.

True
False

Q: Which Three Tasks Can You Do While Logged In To Your My Client Center Account? (Select 3)

Run A Keyword Report For A Linked Account
Edit The Billing Preferences For A Linked Account
View Recent Charges For A Linked Account
Modify The Daily Budget For A Campaign In A Linked Account

Q: What Is The Quickest Way To Edit A Client's Billing, Login, And Password Information?

Logging In To The Client's Account
Contacting A Google CSR
Emailing The Client
Changing The Login Information

Q: Which Three Of The Following Are Displayed In The Dashboard Report? (Select 3)

Start And End Date
Budget
Account Description
Average Ad Position

Q: Google Ad words Is Highly Effective Because_____.

You Pay For Clicks On Your Ad Only When Visitors Purchase Something On Your Website

Your Ads Reach Users At The Moment That They Are Interested In Your Product Or Service
Your Ads Appear To The Same Users Many Times Throughout The Day

Q: Howstuffworks And The New York Times Are Examples Of_____.

Google Properties
Google Resellers
Content Publishers
Content Blogs

Q: Ad words Is A Particularly Effective Marketing Tool For Which Of The Three Following Objectives?
(Select 3)

Generating Leads Or Sign-Ups On Your Website
Cornering Your Market So Potential Customers Will Not See The Ads Of Your Competitors
Generating Sales Or Conversions Of Particular Products
Brand Marketing Or Brand Awareness

Q: When Does An Advertiser Pay For Advertising On Google?

After The Advertiser's Ad Appears On Google
When A User Clicks On The Advertiser's Ad
When A User Completes A Purchase After Viewing The Advertiser's Ad On Google
When An Advertiser Begins Receiving A Positive ROI

Q: What Is The Missing Step In The Process Of Creating An Effective Advertising Campaign?

1. Create Relevant Keywords And Ads Grouped By Goals
2. _____
3. Use Reporting Tools To Measure Results
4. Refine Campaigns; Keep What's Working

Review The Ads Of Your Competitors And Create Similar Ads
Test Multiple Ad Copies And Keyword Variations
Set A Maximum CPC That Ensures The Desired Position
Create Multiple Unique Ad Groups That Market The Same Product

Q: If You Have A CPC Of US\$2, You Will_____ For A Click.

Always Pay Exactly US\$2
Sometimes Pay More Than US\$2
Pay Up To US\$2
Pay An Average Of US\$2 Over The Course Of A Billing Perio

Q: Once An Ad Campaign Is Created,_____.

It Should Be Monitored And Continuously Modified For Best Results
It Should Be Left Alone Google Technology Will Optimize Accounts Automatically For You
It Should Be Monitored Only For Invalid Clicks

Q: Which Of The Answer Choices Provided Is The Best Next Step In The Client Start-Up Process?

1. Define Marketing Objectives, Metrics, And Budget
2. Deliver Proposal, Including Messaging & Budget Options
3. _____
4. Launch, Monitor, & Modify Campaigns To Meet Objectives
5. Share Reports And Refine

Set CPC's And Daily Budget
Establish Billing And Payment Method
Client Approval And Sign-Off

Q: Approximately What Percentage Of Internet Users Use Google As Their Primary Search Engine?

- About 30%
- About 40%
- About 50%
- About 60%

Q: What Are Three Important Benefits Of Google Ad words? (Select 3)

- Guaranteed Number Of Clicks For A Price You Set
- Relevant, Real-Time, And Extensive Ad Distribution
- Measurable Results
- Distribute Ads On All Of The Largest Web Properties, Including MSN And Yahoo!
- Total Control Of Spending And Ad Targeting

Q: API Stands For_____.

- Application Programming Interface
- Account Performance Indicator
- Ad Positioning Interface
- Ad Program Installation

Q: Which Type Of Advertiser Would Benefit The Most From The Ad words API?

- A New Advertiser Who Is Just Learning About The Ad words Program
- An Advertiser With Multiple Ad words Campaigns
- An Advertiser With Basic HTML Knowledge
- An Online Marketing Agency With Multiple Clients

Q: The Ad words API Is A Good Substitute For_____.

- Screen scraping
- Conversion Tracking
- My Client Center Accounts

Q: To Access The Ad words API, Advertisers Must_____.

- Manage 10 Or More Ad words Accounts
- Spend At Least \$5000/Month With Ad words
- Have A My Client Center Account

Q: What Is The Developer Token?

- An Action Taken Upon Your Ad words Account
- A Combination Of Letters And/OR Numbers That Identify Your Ad words API Activity
- An Ad words Account That Allows You To Manage Multiple Clients
- A Piece Of Code That Allows Advertisers To Use The Google Logo

Q: The API Operations Quota Is Determined By Which Factors? (select 2)

- The Length Of Time As An Ad words Advertiser
- The Total Account Spend
- The Average Number Of Operations Performed Each Day
- The Number Of Clients Managed

Q: What Happens To An Ad words Account When An Advertiser Signs Up For The Google Ad words API?

- The Advertiser Is No Longer Able To Log In Through [Http://Adwords.Google.Com](http://Adwords.Google.Com)
- The Account Contains Additional Statistics Regarding Campaign Performance

The Account Contains Fewer Statistics Regarding Campaign Performance
The Account Remains The Same As Before

Q: True Or False: Updating The Individual Bids On 1,000 Keywords Would Equate To 1,000 Operations.

True
False

Q: Which API Web Service Allows Advertisers To Change Their Daily Budget?

Campaignservice
Adgroupservice
Accountservice
Infoservice

Q: Which API Service Should Advertisers Use To Create New Ads?

Keywordservice
Accountservice
Creativeservice
Infoservice

Q: The Campaignservice, Adgroupservice, Keywordservice, And Creativeservice Are Collectively Known As _____.

Batch Operations
Account Services
Data Services

Q: What is one function of the Change Keyword Matching Options tool?

Change keyword CPCs
Suggest keyword match types for keywords.
Change all keywords of one match type to another match type.
Determine the estimated clicks for each keyword match change

Q: If the daily budget for your campaign is less than the recommended amount, what may occur

Your ads will not appear at all.
Your ads may be shown in a lower position.
Your ads may not be shown on partner placements.
Your ads may show intermittently throughout the day

Q: If your website charges users to download software, what would be an effective negative keyword

Free
software
download
purchase

Q: The initial credit limit with postpay is US\$50 (or local currency equivalent). Why would an advertiser be billed for a US\$30 credit limit? (Choose two).

He's reached the initial AdWords credit limit.
He's received an over-delivery credit in his account.
His credit card could only process US\$32.00 in charges.
He received an automatic credit for spending over US\$1000 with AdWords

Q: If a keyword is _____, your keyword maximum cost-per-click (CPC) should be _____. (Choose two).

profitable / increased
profitable / remain the same

not profitable / increased
not profitable / remain the same

Q: What is one way to increase your Quality Score

Decrease your maximum cost-per-click (CPC).
Increase the relevance of your keywords and ads through optimization.
Increase your maximum cost-per-click (CPC).
Increase your conversions.

Q: Your client sells Jelly Belly brand jellybeans and accessories online. He does not manufacture these products. Which would be an effective negative exact-match keyword for him

candy
factory
Jelly Belly
Dispenser

Q: If a keyword has a high clickthrough rate (CTR), but clicks are not converting to sales, what should you try changing:

The Display URL of the ad.
The landing page of your website.
The daily budget of the campaign.
The language targeting of the campaign

Q: When advertising internationally, it helps to stay organized by _____.

adding multiple-language keywords to a single ad group
creating only one campaign for all countries and languages
naming your campaigns to reflect the targeted countries, such as 'Italian cities,' 'British cities,' 'Chinese cities'
creating a separate ad group for ads and keywords in each of the different languages, such as English, Arabic, and French

Q: If a keyword has a high clickthrough rate (CTR), but clicks are not converting to sales, what should you try changing?

no / all
most / few
few / most
There is not enough information to answer the question.

Q: Using AdWords, advertisers can target their ads by _____.

A. postal code
B. telephone area code
C. latitude and longitude
D. a user's age as specified in their user preferences on Google

Q: When you have multiple ads in the same Ad Group, you can view all of these ads _____.

A.on the Campaign Summary page
B.below your keyword list on the Ad Group detail page
C.above your keyword list on the Ad Group detail page
D.next to your keyword list on the Ad Group detail page

Q: Which statement about ads created with double byte characters is true?

A.They must not use single byte characters.

- B.They must have 16 characters per ad text.
- C.They must use single byte characters for punctuations and currency.
- D.They must be triggered only by keywords created with double byte characters.

Q: Grouping keywords in a single Ad Group that shares a central theme helps improve performance the most when ads are shown on _____.

- A.AOL
- B.Google
- C.search pages
- D.content pages

Q: Your client wants to target potential customers in France, and English speakers around the world using only one campaign. Which option would reach this audience?

- A.Target all countries and all languages.
- B.Target the country France only. Target languages English and French.
- C.Target the countries France and the United States. Target ads to English only.
- D.Target the United Kingdom and the United States. Target languages French and English.

Q: If you manage several AdWords accounts and have created a standard password for all of your client's accounts, which additional information is needed to access the client account?

- A.a customer ID number for the account
- B.a unique password created for the account
- C.the unique login email address for the account
- D.the credit card information on file for the account

Q: What is a benefit of using broad matches with negative keywords, instead of exact match keywords by themselves?

- A.Your ad will attract more traffic. (correct?)
- B.You don't have to update the keyword list.
- C.You can create keyword lists more quickly.
- D.You can be certain which keyword the user searched

Q: 1.Invoicing you have 15 days to pay to avoid suspension of your account
2. Google reserves the right to suspend or close down within 30 business days of the monthly invoice

Q: If 75,000 people enter keywords into Google that invoke your Google Ad, but 750 of those people then click on your ad to view your site, what is your CTR? (Please select 1 option)

- 0.01%
- 1%
- 0.11%
- 10%

Q: On initial set-up, and after you have entered your credit card or direct debit details your adword campaigns will start running _____. (Please select 1 option)

- after 24 hours
- within 12 hours
- almost immediately
- as soon as 10 people have used keywords associated with your adword campaign

Q: When a user signs up for an Adwords account, which of the following information is taken at sign-up but cannot be changed later? (Please select 1 option)

- payment type and company name

billing currency and time zone
Business address and company registration number
payment type and time zone

Q: What is a benefit of Google AdWords that addresses the challenge of direct response advertisers seeking to understand their ROI. (Please select 1 option)

They can check the time of day when customers are searching.
They can view the recommended amount of budget necessary to show throughout the day.
They can view the exact locations of customers who are searching.
They can view the keywords that help drive customers to purchase.

Q: What is best practice when creating effective ad text?(Please select 1 option)

Include information on prices and promotions.
Repeat key words to add emphasis.
Use the home page for every URL.
Use the same ad text for every ad in the ad group.

Q: How does Google AdWords help a client reach consumers that are ready to make a purchase?
(Please select 1 option)

AdWords targets consumers who are actively searching for what you're offering.
AdWords drives a lot of traffic to websites.
The system analyses where clients are not achieving a good return on market investment.
The system analyses where clients may not be targeting an audience most effectively.

Q: If an advertiser resets a Google AdWords account password what should they also be aware of ?
(Please select 1 option)

The advertiser will need to sign in to their Google Accounts page to update their password across all Google products.
The advertiser will use the new password on AdWords, but the old password on other Google products.
The password will also need to be reset on other Google products with the same login.
The advertiser will now use the new password across all Google sign-on products.

Q: The first element of a video ad that a user will see is: (Please select 1 option)

The Google logo.
An Opening image.
A Call to action.
The YouTube logo.

Q: What would be the appropriate account access level to assign a co-worker who also needs to log onto the AdWords account to make changes and manage access levels?(Please select 1 option)

Managed Access.
Administrative Access.
Reports Access
Standard Access

Q: What is the AdWords Discounter function?(Please select 1 option)

It automatically reduces the maximum CPC on certain pages within the Google Content Network.
It automatically reduces an advertiser's actual cost-per-click (CPC) so that you pay the lowest price possible for the ad's position on the page.
It reduces an advertiser's actual CPC to \$0.01 above your closest competitor's bid.
It reduces an advertiser's max CPC in conjunction with conversion data to lower overall costs.

Q: Managed Placements have the advantage of...

- Keywords are optimised for searches on the search network.
- Specific Search Partner sites can be targeted.
- Sites can be automatically chosen for the advertiser.
- Advertisers can select which sites on the content network their ads will appear on

Q: To allow your ads to show on mobile (WAP) devices, you need to ...

- Create Mobile ads
- Desktop and laptop computers, and mobile devices in campaign settings
- Desktop and laptop computers, and mobile devices in campaign settings
- Create a new mobile targeted campaign

Q: An advertiser uses the following keyword [Colour LCD TV]. A search for "colour lcd tv" will:

- Not show the ad because the case keyword does not match the case of the search
- Show the ad.
- Show the ad, but underneath a competitor who has a keyword with the same case
- Not show the ad because it is not in American English

Q: An advertiser is using keyword insertion in an ad {KeyWord:UK Hotels}, and is using the broad match keyword 'Manchester Hotels'. If that keyword is expanded to 'Liverpool Hotels', the ad will read as follows...

- UK Hotels Incorrect answer selected
- Manchester Hotels Correct answer
- Liverpool Hotels
- Liverpool hotels

when using keyword insertion (also known as dynamic keyword insertion), keywords from your ad groups can be dynamically inserted into the ad. It is the most appropriate keyword in your ad groups that is inserted into the ad not the actual search term. If you are not using a keyword in your ad group, then it can't appear in your ad.

Q: The keyword tool helps in identifying relevant keywords to add to your ad groups, where is it accessed from?

- The Keywords tab
- The Keywords tab after clicking on the Add Keywords button
- adwords.google.com/keywordtoolexternal
- The Ad Groups tab

Q: When targeting different languages, what will Google not do?

- Allow you to use non Roman characters in your ads
- Display your ad in geographic areas you have specified
- Translate your ad Correct answer
- Only display your ad to someone using the Google interface language setting you have specified

Q: IP addresses do not always provide accurate information about a user's physical location. What do Google do help prevent irrelevant clicks on your ads?

- Lobby government to ensure that IP address information is improved
- Work with ISPs and telecom companies to improve IP address information
- Use extra data from the ISP to more accurately pinpoint location
- Display the name of your targeted region below your ad text

Q: One campaign shows a very high number of clicks, but a very low conversion rate for a specific placement. Without changing the network settings or ad group contents, then advertiser could...

- Lower bids in affected ad groups
- Move affected ad groups to a different campaign
- Exclude the site using the site exclusion tool
- Pause affected ad groups.

Q: In addition to targeting your standard text and image ads to specific sites on the Content network, you can use the placement tool to target...(Please select 1 option)

- Video placements, Game placements, Feed placements
- Video placements, Game placements, Feed placements, Entertainment placements
- Video placements, Entertainment placements, Feed placements
- Video placements, Game placements, Feed placements, Mobile placements

Q: An advertiser has shoe shops with multiple locations (one in London and one in Birmingham). They link their AdWords campaign to their local business center. Which address will show under their advert?

- The one closest to the user
- The one with the highest CPC
- Whichever location was added first to the local business center
- Neither

Q: When using keyword targeting on the display network, an ad's position is dictated by the maximum CPC of the ad group and:

- Past performance of the ad on the site and similar sites
- Maximum CPCs of other ad groups in the campaign
- Daily budget
- Organic rankings of the web site associated with the landing page

Q: What is a benefit an advertiser gets only if they have separate campaigns for the search and the display network?

- Target placements more precisely
- Have more control over budgets and spend across campaigns
- Have separate bids for search network and display network ads Incorrect answer selected
- Control CPA bids more effectively

Q: Which of the following bidding options is best suited to an advertiser focusing on branding?

- eCPM
- CPM
- CPC
- CPA

Q: One benefit of placement targeting on the Google Display Network is:

- Increased visibility on Google
- Ability to control daily budget better
- Increased flexibility of bidding options
- Ability to appear on partner sites

Q: An advertiser is not interested in branding, but primarily in getting cost effective conversions from a display campaign. The advertiser should use:

- Website Optimizer
- CPM Bidding

CPC Bidding
Conversion Optimizer

Q: One technique you can use to ensure that your display ads do not appear on less relevant sites is to:

Use CPM bidding
Use very specific keywords
Use contextual targeting
Use keyword targeting

Q: Conversion optimizer works best for advertisers whose goals are mostly:

Direct response oriented
Brand awareness oriented
Profit oriented
Budget oriented

Q: It can be time consuming to manually adjust bids effectively on an ongoing basis on a display network campaign at the placement level. What is one effective solution to this challenge?

Conversion optimizer
CPM bidding
Site and category exclusion
Automatic CPC bidding

Q: On the Google AdWords web interface, an advertiser would like to see where their ads have been showing on the Google Display Network. Where would they find this information?

The ads tab
The networks tab
The opportunities tab
The keywords tab

Q: In the Networks tab - you can view where you ads appeared on the search network, display network, and placements. Which of the following is only available for ads created using Display Ad Builder?

Click Through Rate
Transaction performance
Conversion Rate
Mouseover rate

Q: What is a possible reason why a maximum CPA set by the advertiser be exceeded?

Conversion Optimizer automatically bids a certain percentage above historical rates
Conversion optimizer is bidding on many-per-click conversions
The conversion rate was higher than predicted
The conversion rate was lower than predicted

Q: A visitor clicks on an AdWords ad and purchases a blue widget. The next day they return by typing the website address into their browser address bar, and then make another purchase (this time a green widget). How are the conversions measured in AdWords?

1 conversion (one-per-click) and 2 conversions (many-per-click)
1 conversion (one-per-click) and 1 conversions (many-per-click)
0 conversions (one-per-click) and 2 conversions (many-per-click)
2 conversions (one-per-click) and 1 conversions (many-per-click)

Q: When an advertiser enables Conversion Optimizer, and sets a maximum CPA, what metrics are used?

Current Conversion Rates and Current CPC
Current CPC and Historical Conversion Rates
Current Conversions Rates and Historical CTR

Historical Conversion Rates and Current CTR

Q: It uses historical data to work out conversion rates (hence why you need at least 15 conversions in a 30 day period before you can enable it) and it gives you a recommended CPA based on your current CPC. Conversions (one-per-click) are useful for tracking _____.

- sales
- multiple transactions
- customer leads
- unique client leads

Q: When you edit or create a new conversion tracking action, you have an option to define a value for each action. It is a good idea to set and use this value when _____.

- you are tracking sign-ups
- you are tracking purchases
- you are tracking eCommerce transactions
- the value of each conversion does not change

Q: Up to _____ different conversion tracking types can be set up, with different monetary values assigned to each one?

- 5
- 10
- 100
- 1000

Q: Before using Conversion Optimizer, and advertiser must _____.

- receive 50 conversions in a 30 day period
- link AdWords with Analytics
- share data with Analytics
- enable AdWords conversion tracking

Q: How can you confirm that the conversion tracking code is implemented correctly?

- Verify that the conversion code is viewable on a web page
- Verify that the conversion code is viewable in the source of the web site
- Verify that the conversion code is in the source of the web site between the body tags
- Verify that the conversion code is in the source of the conversion webpage between the body tags

Q: In Google Analytics, a goal is a website page that serve as conversions for your site. Some examples of good conversion goals are:

- A 'thank you' page after a user has submitted information through a form, A purchase confirmation page, An 'About us' page, A particular news article
- A 'thank you' page after a user has submitted information through a form, A purchase confirmation page, An 'About us' page
- A 'thank you' page after a user has submitted information through a form, A purchase confirmation page
- A 'thank you' page after a user has submitted information through a form

Q: In on-line advertising, a conversion occurs when a click on your ad leads directly to user behaviour you deem valuable, such as _____.

- a purchase, signup, pageview, or lead
- a purchase, or lead
- a purchase, signup, or pageview
- a purchase, pageview, or lead

Q: Which of the following are key ways in which Google Analytics can help you improve your website? (select all that apply)

- In making informed site design and content decisions Correct
- Tracking the performance of marketing campaigns such as keywords and banner ads
- Gathering customer opinions and qualitative feedback on your website
- Tracking metrics such as revenue, average order value and ecommerce conversion rates

Q: At what stage are Google Analytics first party cookies read/written?

- Once the Google Analytics tracking code has called the trackPageView() method
- Once the Google Analytics tracking code calls the setVar()
- Before the Google Analytics tracking code JavaScript is executed
- Once the Google Analytics reporting server has received an invisible gif request

Q: Is Google Analytics capable of tracking mobile devices?

- No, because mobile devices do not have an IP address
- No, because mobile devices cannot send/receive cookies
- Yes, as long as the device is capable of executing JavaScript and storing cookies.
- Yes, but only for devices enabled with google compatible software

Q: If you elect to share your Google Analytics data "Anonymously with Google and others", which of the following will be the outcome?

- You can use benchmarking
- Google can use the data to improve products and services it provides
- Google employees can access your data without requiring verbal or written permission

Q: How frequently can scheduled email reports be delivered? (select two)

- Annually
- Quarterly
- Daily Correct answer selected
- Hourly Incorrect answer selected

You can schedule reports to be delivered daily, weekly, monthly or quarterly. You also have the option to select what format to send them in, such as PDF or CSV.

Q: Which of the following are views which are available in most reports? (Select all that apply)

- A comparison bar graph view which allows you to compare metrics with the
- A pie chart view based on any of the metrics in the report
- A comparison line graph view which compares any number of metrics in the
- A table view of all the data in the report

Q: What is the main benefit of using the new ga.js tracking code as opposed to the legacy urchin.js code?

- The ga.js code can track visitors even if they have blocked all cookies
- The ga.js code will enable you to take advantage of new features as they are released
- The urchin.js code will no longer work after December 2010
- There are no benefits the two tracking codes are identical

Q: Which of the following situations would require small changes to your tracking code? (Select all that apply)

- Tracking multiple domains in one profile
- Tracking more than one sub-domain in one profile
- Tracking Adwords performance

Tracking the performance of non Google paid for clicks

Q: How long after you have installed the google analytics tracking code does it take for data to appear in your reports?

- 1 hour
- 24 hours
- 48 hours
- 1 week

Q: Which of the following is the part of the Google Analytics Tracking Code which is responsible for detecting secure vs non secure pages?

```
("https:" == document.location.protocol) ? "https://ssl." : "http://www.");  
document.write(unescape("%3Cscript src=  
var pageTracker = _gat._getTracker  
pageTracker._trackPageview());
```

Q: AdWords allows ____".

of "50 changes to an account per month".