

Q: Your Destination URL Cannot_____.

Link To A Website That Is Under Construction

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.

False

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

Web Address

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

Www.Gmail.Com

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

One

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

Buy Here

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

Does Not Allow

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

True

Q: Free Offers In Ad Text Must Be Supported_____.

Within 1-2 Clicks Of Your Landing Page

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

The Claim Is Backed By Legitimate Third-Party Support Superlatives Are Always Allowed In Ad Text

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

Best

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

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

Not Allowed

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

Family Safe Only

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

Orkut

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

True

Q: When Will Google Begin A Trademark Investigation?

After All Mandatory Information Included In A Claim Are Received

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

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 Ground Mail

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

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

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

Cost-Per-Click (CPC) Bid

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

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

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

True

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

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

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

Keywords

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

False

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

Daily Budget

Q: An Ad words Standard Edition Account Can House Up To _____ Campaigns And _____ Ad Groups Per Campaign.

25, 100

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 Campaign

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

Account, Campaign, Ad Group, Ad Text And Keywords

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

True

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

True

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

Search For Words Or Phrases Across All Campaigns, Ad Groups, And Ads In Your Account

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

True

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

Accelerated Delivery

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

True

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

Edit Your Ad words Ad Text

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

To See Whether A Keyword Is Showing Ads.

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

False

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

Billing Preferences Page

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

True

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

The Access Page

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

List As Many Keywords As Possible To Draw All Possible Traffic.

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

True

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

Exact Match

Q: Single-Word Or General Keywords Are _____.

Too Broad And Can Lead To Clicks From People Who Don't Know What You're Offering

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

Use Only One Ad Variation Per Ad Group For The Sake Of A Consistent Message

Q: The Most Effective Ad words Ad Headlines _____.

Directly Relate To The Keywords Being Searched

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

False

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

Small Sphere

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

True

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

Static Image

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

False

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

False

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

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.

False

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

12 To 18

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

True

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

Pay-Per-Call

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

False

Q: Site-Targeted Ads Are Contextually Targeted.

False

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

Google Automatically Formats Your Ad To Match The Look And Feel Of Different Network Sites.

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

View The Keywords That Your Competitors Use.

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

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

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

0

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

Include More Characters In Text Ads

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

False

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

True

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

False

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

The Amount You Are Willing To Pay For 1000 Impressions

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

False

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

False

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

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

Previous Purchasing History

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

Google Does Not Translate Ad Text

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

By Considering The Google Domain (Like Google.Fr)

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

An IP Address

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

False

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

Makes Handmade Toys And Ships Them Globally

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

Language Targeting

Q: Region And City Targeting Can Help You Keep Your Quality Score_____ While Keeping Your Cost_____.

High, Low

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

False

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

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.

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

True

Q: With Multi-Point Targeting,_____.

You Can Create Target Areas Of Virtually Any Size And Shape

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

False

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

None

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

'Good Cheap Chocolate'

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

Brackets []

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

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

Broad Match

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

True

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

True

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

False

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.

Smart Pricing

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

Each Time An Account Reaches Its Credit Limit Within A 30-Day Period

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

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

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

False

Q: Prepay And Post pay Options_____.

Depend On Your Billing Address And Chosen Currency

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

You Are Charged Every 30 Days Unless Your Advertising Costs Reach Your Credit Limit Within Your 30-Day Billing Cycle

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

False

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

False

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

Checking The Outstanding Balance On The Billing Summary Page

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

True

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

Invoice Details Page

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

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?

You Will Receive A Confirmation Email And Your Ads Will Begin Running

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

False

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

Bank Transfer

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

Direct Debit

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

False

Q: What Does EU VAT Stand For?

European Union 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,

Q: Who Is Affected By The VAT Tax?

All European Union Advertisers

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

Google Accesses The VAT Directory To Search For An Advertiser's Name

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

Q: Advertisers On Invoicing Terms_____.

Must Pay Each Invoice By Check Or Wire Transfer

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

Credit Terms

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

US\$1,500 Per Month For At Least 3 Months

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

False

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

Cost-Per-Click (CPC) Bid

Q: Your Keyword Will Be Inactive For Search If_____.

Your Cost-Per-Click (CPC) Bid Is Below The Minimum Bid Required

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

Keywords With A High Quality Score Are Assigned A Low Minimum Bid.

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

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

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.

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.

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

True

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

It Is Possible To Reactivate Campaigns That Have Ended.

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.

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

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

False

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

Your Ad Will Not Be Eligible To Show Until You've Made The Appropriate Changes And Re-Submitted It For Review.

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

False

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

Inactive For Search

Q: Keywords Marked Inactive For Search_____.

Can Still Trigger Ads On **Content Network** Sites

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

True

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

True

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

Email Reports To Specified Users

Download Reports In Spreadsheet Form

View Both Data And Graphs For Selected Reports

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

View Data Only

View Graphs Only

View Data And Graphs

Q: While A Report Is Loading_____.

You Can Turn Off Your Computer

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

True

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

5

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

Delete

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

revenue from sales, subtract your advertising costs, then divide by your total advertising costs.

$(ROI = ([\text{revenue} - \text{cost}] / \text{investment}) \times 100)$

$(\text{Revenue} - \text{Cost}) / \text{Cost} = (100 - 20) / 20 = 80 / 20 = 40 \times 100 (\%)$

400%

Q: ROAS Is An Acronym For_____.

Return On Ad Spend

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\$16.75

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

True

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

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

It's Free.

Q: To Pause Conversion Tracking, You Must_____.

Click The 'Pause Conversion Tracking' Button

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

Lead

Sign Up

Page View

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

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 Accumulated Value Of Conversions Consisting Of Several Purchases, Each With A Unique Value

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?

12

Q: A Cross-Channel Campaign_____.

Is A Campaign Created In Your Ad words Account To Track Non-Ad words Channels

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

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

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)

+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.

Easier...Detailed

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

Increasing Your Daily Budget

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

False

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

To Help You Get An Idea Of What Sets You Apart From Them

Q: An Advertiser Should Test Different Landing Pages.

True

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

The Landing Page

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

Easy To Navigate

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 Specially-Themed Valentine's DayDark Chocolates Only

Q: Creating Highly Specific Ad Groups Allows You To_____.

Create Ads That Most Accurately Promote What You're Selling

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

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

Select The Broadest Keywords Related To Your Product To Capture The Most Traffic

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

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

True

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

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.

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

Optimize

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

Automatically Raise Or Lower Your Bids During Certain Time Periods

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

False

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

General

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

Add New Or Unused Keywords
Create Keywords For Unadvertised Products
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

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

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

True

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

Buy

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

Your Price Compared To Your Competitors'
Whether Competitors Use Pricing In Their Ad Text

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

False

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

False

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

Increase The CPC

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

Wait Until More Clicks Accrue Before Deciding What To Do With That Particular Keyword

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

Wait At Least 24 Hours

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

Add Those Variations As Negative Keywords

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

That Are Highly Relevant To Your Product/Service

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

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.

False

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

To Generate Additional Keywords Based On The Content Of A Webpage

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

Download Them As A .Csv (Spreadsheet) File

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

False

Q: Site Exclusion Is Applied At What Level?

Campaign

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

Tools

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

View The Expected Clicks And Impressions For The Keyword That You Have Selected

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.

85%

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

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

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

Daily Budget Adjustments.

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

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

Three Months

Q: The Ads Diagnostic Tool Allows You To_____.

Determine Why A Particular Keyword May Not Be Triggering Ads To Appear On Google

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

2

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

False

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

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.

False

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

Pointing Your Mouse At The Magnifying Glass Icon Next To Any Keyword In Your Ad Group

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

Ability To Edit Multiple Accounts At Any Time.

Q: Ad words Editor Is_____.

A Downloadable Desktop Application Designed To Make Large Changes To Your Account.

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

Data View, Edit Panel

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

True

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

You Can Copy And Paste Directly From An Excel Spreadsheet

Q: The Pushpin Symbol Appears When:

A Comment Has Been Added

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

True

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

True

Q: When A File Is Shared:

Unposted Local Changes Will Be Marked In Green

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

True

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
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

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

Start And End Date
Budget
Average Ad Position

Q: Google Ad words Is Highly Effective Because_____.

Your Ads Reach Users At The Moment That They Are Interested In Your Product Or Service

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

Content Publishers

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
Generating Sales Or Conversions Of Particular Products
Brand Marketing Or Brand Awareness

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

When A User Clicks On The Advertiser's Ad

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

Test Multiple Ad Copies And Keyword Variations

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

Pay Up To US\$2

Q: Once An Ad Campaign Is Created,_____.

It Should Be Monitored And Continuously Modified For Best Results

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

Client Approval And Sign-Off

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

About 50%

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

Relevant, Real-Time, And Extensive Ad Distribution
Measurable Results
Total Control Of Spending And Ad Targeting

Q: API Stands For_____.

Application Programming Interface

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

An Online Marketing Agency With Multiple Clients

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

Screen scraping

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

Have A My Client Center Account

Q: What Is The Developer Token?

A Combination Of Letters And/Or Numbers That Identify Your Ad words API Activity

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

The Total Account Spend
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 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

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

Campaignservice

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

Creativeservice

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

Data Services

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

Suggest keyword match types for keywords.

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

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

Free

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 received an over-delivery credit in his account.

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

profitable / increased

not profitable / remain the same

Q: What is one way to increase your Quality Score

Increase the relevance of your keywords and ads through optimization.

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

factory

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

The landing page of your website.

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

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?

There is not enough information to answer the question.

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

latitude and longitude

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

below your keyword list on the Ad Group detail page

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

They must use single byte characters for punctuations and currency.

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

search 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?

Target all countries and all languages.

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?

The unique login email address for the account

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

Your ad will attract more traffic. (correct?)

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)

1% because $75000/750=100 / \% =1\%$

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)

almost immediately

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)

billing currency 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 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.

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.

Q: If an advertiser resets a Google AdWords account password what should they also be aware of ?

(Please select 1 option)

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)

An Opening image.

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)

Administrative Access.

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

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.

Q: Managed Placements have the advantage of...

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

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

Show the ad.

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...

Manchester 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 after clicking on the Add Keywords button

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

Translate your ad

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?

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...

Exclude the site using the site exclusion tool

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, 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

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

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

Have more control over budgets and spend across campaigns

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

CPM

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

Increased flexibility of bidding options

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

Conversion Optimizer

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

Use very specific keywords

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

Direct response 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

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 networks tab

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

Mouseover rate

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

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)

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

Current CPC and Historical Conversion Rates

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 _____.

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 _____.

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?

100

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

enable AdWords conversion tracking

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

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

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

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
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

Q: Is Google Analytics capable of tracking mobile devices?

Yes, as long as the device is capable of executing JavaScript and storing cookies.

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

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

Quarterly
Daily

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 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 is code will enable you to take advantage of new features as they are released

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

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

24 hours

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.";
```

Q: AdWords allows _____. of "50 changes to an account per month".

Q: Ad Formats