PassTest

Bessere Qualität , bessere Dienstleistungen!

Q&A

Exam : **Adwords-fundamentals**

Title : Google Advertising
Fundamentals Exam

Version : DEMO

1.Changing the match type of a group of keywords from broad to exact match will likely:

A.decrease impressions

B.increase impressions

C.increase Quality Score

D.decrease Quality Score

Answer: A

2.Susan added only these keywords to her ad group "wedding dress" [designer wedding dress], [cheap wedding].Which queries could potentially trigger her ads?

A.Wedding designer dress

B.Cheap wedding dress

C.Dress for wedding

D.Cheap wedding

Answer: A

3.The Keyword Tool is used to:

A.Find duplicate keywords in ad campaigns.

B.Determine if ads are showing for particular searches.

C.Determine exact competitor bids on keywords.

D.Find new keywords for ad campaigns.

Answer: D

4.A keyword with a very low click through rate (CTR) will usually receive:

A.Impressions only on the Google Search Network.

B.A low average cost-per-click (CPC) on Google search.

C.More impressions on the Google Display Network.

D.A low Quality Score on the Google Search Network.

Answer: B

5.Negative keywords can help advertisers target their ads to potential customers and increase:

A.Their campaigns' daily budget recommendations.

B.The click through rate (CTR) of their ads.

C.The amount of impressions served.

D.Number of relevant Display Network placements.

Answer: B

6.[Two ways to identify a keyword's Quality Score are to view the Quality Score column and to:

A.Download a campaign level report from the Campaigns tab.

B.Click on the speech bubble icon next to that keyword.

C.Click on the "See search terms" button next to that keyword.

D.Click keyword into the Traffic Estimator tool.

Answer: B

7.AdWords advertising policies are designed to: A.Increase costs for small business advertisers.

B.Maintain the Quality Score of all advertisers.

C.Ensure users see ads that are relevant to a given search query.

D.Ensure advertisers only show ads for online retail businesses.

Answer: C

8.Phrase match triggers an ad to appear when a search query:

A.Precisely matches a synonym of the keyword

B.Includes words that are related to the keyword.

C.Includes the keyword in its exact sequence.

D.Precisely matches the translation of the keyword.

Answer: A

9.If an advertiser uses the phrase-matched keyword "cheap hotel," add may show on Google when a user searches for:

A.Cheap motels

B.Cheap hotel deals

C.Inexpensive hotel

D.Cheap local hotel

Answer: B

10.An advertiser is primarily on direct response, as opposed to branding.The advertiser should delete keywords from campaign if the keywords:

A.Contain words that are duplicated in a display campaign.

B.Generate many clicks and conversions.

C.Generate many impression very few conversions.

D.Contain more than two words in the phrase.

Answer: C

11.Grouping similar keywords together in an ad group will:

A.Keep an advertiser's average cost-per-click (CPC) within a narrow range

B.Allow an advertiser to create ads relevant to those keywords

C.Ensure that the ads and keywords in that ad group are approved.

D.Allow an advertiser to use only broad match keywords.

Answer: B

Reference:

http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=151917

12.An advertiser wants to show for the query chocolate bars when users search on chocolate bars with no other words in the query.What should the advertiser place on each side of the keyword?

A.[Square brackets]

B."Quotation marks"

C.(parentheses)

D.,Commas,

Answer: A

13.An advertiser adds negative keywords to an ad group.This means that the ad will not show if the negative keywords:

A.Appear in another campaign within the account.

B.Have low maximum cost-per click (CPC) bids.

C.Appears in a user's search query.

D.Also appear in the add text.

Answer: C

14.In order to contextually target ads to pages on the Google Display Network, the AdWords system evaluates:

A.campaigns and ad groups

B.keyword independently from others

C.placements selected by the advertiser

D.keyword themes of ad groups

Answer: D

Reference:

http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=91765

15.What should an advertiser use to organize ad groups?

A.Common themes

B.Maximum cost-per-click (CPC)

C.Number of words per keyword

D.Location targeting

Answer: A

Reference:

http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=152508

16.Which are the required components of an ad group running on the Search Network?.

A.Default bid, position preference, placements

B.Placements, keywords, network targeting

C.Text ad, keywords, default bid

D.Frequency capping, daily budget, ad scheduling

Answer: B

Reference:

http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=106343

17.An advertiser wants to find out why there are no impressions on a keyword.What steps can the advertiser take to quickly diagnose the issue?

A.Use the Analyze Competition section of the Opportunities Tab.

B.Hover over the speech bubble next to the keyword.

C.Use the Traffic Estimator to get estimated impression statistics.

D.Raise the keyword's maximum cost-per-click (CPC) bid

Answer: B

Reference:

http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=152379

18.It is beneficial to create multiple ad groups in order to:

A.Break up keywords and ads into related themes.

B.Set different budgets for each ad group.

C.Pause specific keywords if they're not performing well.

D.Opt specific ad groups into various Google networks.

Answer: A

Reference:http://adwords.google.com/support/aw/bin/static.py?hl=en&topic=23809&guide=23300

&subtopic=23810&page=guide.cs

19.Which can be controlled at the ad-group level of an AdWords account?

A.Daily budget

B.Geographic targeting

C.Placements

D.End dates

Answer: C

Reference:

http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=6106

20.The ad rotation setting "Optimize" means that multiple ads within the same ad group will rotate evenly.

A.Every other day.

B.Throughout the day.

C.Until the ad with the better conversion rate starts to show more frequently.

D.Until the ad with the better click through rate (CTR) starts to show more frequently.

Answer: C

Reference:

http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=112876