

ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

Which of the following applications allows you to download and edit campaigns offline?

- A. AdWords Editor
- B. Keyword Tool
- C. Google Analytics
- D. Keyword Tool Supercharger

Correct Answer: A

QUESTION 2

Which of the following is required to raise awareness and visibility of a product or service?

- A. Clickthrough rating
- B. Branding
- C. Monitoring
- D. Tracking

Correct Answer: B

QUESTION 3

There are several reasons why you should optimize your Google AdWords advertising. Which of the following is NOT one of the benefits you'll likely receive, by optimizing your keywords?

- A. Your quality score will be higher.
- B. You'll reach a more diverse audience.
- C. Your advertising will become more effective.
- D. Your advertising costs will be lower.

Correct Answer: B

QUESTION 4

John has a fireworks company in Tennessee and he's created a video showing his incredible fireworks. He'd like to use the video as part of the Google AdWords' video advertisement program.

What must John do to display his video in the Google AdWords' video program?

- A. Nothing. Fireworks and pyrotechnic devices are not allowed.
- B. Keep his video to 15 seconds or less.
- C. Use geo-targeting to marketing his fireworks only in locations where fireworks are legal.
- D. Submit his advertisement to the adult content category for Google AdWords approval.

Correct Answer: A

QUESTION 5

How often does Google calculate a quality score?

- A. Hourly
- B. Once
- C. Daily
- D. Every time a keyword matches a search query

Correct Answer: D

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