

DUMPS ARENA

Google AdWords Fundamentals

Google AdWords-Fundamentals

Version Demo

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QUESTION NO: 1

What report can help you identify opportunities to improve your keywords and ads?

- A. Auction insights report
- B. Time segmentation report
- C. Search terms report
- D. Paid & organic report

ANSWER: C**QUESTION NO: 2**

Which two metrics help show you how many people found your ad compelling enough to actually click on it and visit your website? (Choose two.)

- A. Search terms
- B. Clickthrough rate (CTR)
- C. Clicks
- D. Impressions

ANSWER: B C**QUESTION NO: 3**

What impact on conversions would you generally expect from lowering and raising bids? Assume daily budget is not and will not be reached. (Choose two.)

- A. Higher bids generally result in more conversions at a higher average CPA.
- B. Lower bids generally result in more conversions at a lower average CPA.
- C. Lower bids generally result in fewer conversions at a lower average CPA.
- D. Higher bids generally result in fewer conversions at a higher average CPA.

ANSWER: A C

QUESTION NO: 4

During campaign creation, advertisers can choose to place their ads on:

- A. Specific placements within the Search and Display Networks.
- B. The Placement and Display Networks.
- C. The Search and Display Networks.
- D. Specific placements within the Search Network.

ANSWER: C**QUESTION NO: 5**

Advertisers should use Google Website Optimizer when:

- A. Their landing pages generate error messages.
- B. Their web pages are not generating the desired conversion results.
- C. The number of impressions for their website has decreased.
- D. The number of clicks to their websites has decreased.

ANSWER: B**QUESTION NO: 6**

Your text ad includes the phrase "Your friend has a crush on you, See more!". Why could your ad be disapproved according to AdWords policies?

- A. Ads cannot simulate email inbox notifications or fake "friend/crush" requests.
- B. Ads cannot contain exclamation points.
- C. Ads cannot contain the phrase "See more!"
- D. Ads cannot contain that amount of characters.

ANSWER: B**Explanation:**

Reference: http://onlinebusiness.about.com/od/buyingadvertising/ss/adwords-formats_7.htm (see 9th bullet on the page)

QUESTION NO: 7

If your ad group contained the broad match type keyword "tennis shoes," which of the following keyword searches would your ad be eligible to appear on? (Choose two.)

- A. Sport equipment
- B. Running shoes
- C. Buy tennis shoes
- D. Tennis clothing

ANSWER: C D**QUESTION NO: 8**

Which is a best practice for creating effective ad text?

- A. Repeat words to add emphasis
- B. Use the same ad text for every ad in the ad group
- C. Use a home page for every URL
- D. Include prices and promotions

ANSWER: D**QUESTION NO: 9**

An advertiser wants to improve return on investment (ROI). The advertisement notices that users have often clicked on an ad without purchasing. After ensuring that keywords and ad text are highly relevant to one another, which is the best course of action for the advertiser to take?

- A. Evaluate current landing page to determine if it is relevant to the ad.
- B. Raise the campaign's budget to increase traffic to the site.
- C. Remove any negative keywords to attract more relevant visitors.
- D. Increase maximum cost-per-click (CPC) bids to improve Ad Rank.

ANSWER: A

QUESTION NO: 10

You would choose to advertise on the Search Network if you wanted to:

- A. reach customers while there's searching for your products or services
- B. choose the types of websites where you want your ads to show
- C. choose from a range of ad formats, like video and image ads
- D. reach customers browsing websites related to your business

ANSWER: A**QUESTION NO: 11**

Your agency won four new clients. Three have the potential to track conversions and may consider an unlimited budget if ROI is positive. Which three? (Choose three.)

- A. Custom-branded merchandiser tracking inquiries, some of which convert to a deal
- B. Retail e-commerce selling luxury hats and tracking transactions
- C. Network security company tracking free trials, some of which convert to a purchase
- D. Improve comedy group promoting a mysterious video with no immediate ways to interact

ANSWER: A B C**QUESTION NO: 12**

What changes can you make to the Display Network campaign of a client who wants to drive awareness of her natural beauty brand?

- A. Add affinity audiences targeting people interested in green living and beauty
- B. Use a balanced combination of broad-, exact-, and phrase-matched keywords
- C. Increase the daily budget and add text ads with clear call-to-actions like "Buy now"
- D. Target large metropolitan areas where people are more likely to encounter her product

ANSWER: A**QUESTION NO: 13**

As of May 2012, if the keyword "purple flowers" was running within your campaign as an exact match, the ad would be eligible to serve for which of the following keyword searches? (Choose two.)

- A.** Purple flowers
- B.** Flower gardens
- C.** Purple flowers haze
- D.** Purple flower seeds

ANSWER: A D