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Google Advertising Fundamentals Exam

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Exam Name:	Google Advertising Fundamentals Exam		
Exam Type:	Google	Exam Code:	Adwords-fundamentals
Certification:	Google Adwords Certification Program (GCP)	Total Questions:	208

Question: 1
Frank is managing a Google AdWords ad group for his travel agency. Frank wants to make certain that his ad appears in Google when someone searches for Montana cabin rentals. Which one of the following matching options would ensure that Frank's ad would appear when this exact phrase exclusively is used?

A. [Montana cabin rentals]
B. "Montana cabin rentals"
C. -Montana cabin rentals
D. Montana cabin rentals

Answer: A

Question: 2
Amy is new to Google AdWords and she's curious about the policies Google requires for participants and their ads. Which one of the following is NOT of the Google AdWords policy categories?

A. Link policies
B. Editorial and format policies
C. Image policies
D. Content policies

Answer: C

Question: 3
What term is assigned to the concept of measuring your profit that you've made from advertising compared to how much you've spent on that advertising?

A. ROI
B. Sunk costs
C. CTR
D. CPM

Answer: A

Question: 4
Google uses multiple approaches, such as IP addressing, to determine the language and location of users searching for particular keywords. What term is given to the Google analysis of the search term, such as Tampa doctors, to determine where a user may be originating their search from?

A. Google AdWords search analysis
B. Qualitative analysis
C. Quantitative analysis
D. Query parsing

Answer: D

Question: 5
You have created four different ads for a client. The client is pleased, but wants to know how Google AdWords selects which sponsored links ad to display. How does Google AdWords chooses the ad to display?

A. The AdWords system shows each ad once before rotating to the next ad.
B. The manager of the ad must determine the order and frequency of the ad to be displayed.
C. The AdWords system automatically rotates among the different ad variations and shows the better-performing variation more.
D. The AdWords system shows each ad for 100 impressions and then rotates to the next ad.

Answer: C

Question: 6
Google wants to make certain that Google Content Network consultants understand where people are spending their time online. Google has identified four categories where people spend their time online. Which one of the following statements ranks Internet usage for Web users from smallest to largest percentage of time online according to Google?

A. Commerce sites, content sites, communication sites, search sites
B. Search sites, commerce sites, content sites, communication sites
C. Communication sites, content sites, commerce sites, search sites
D. Content sites, communication sites, commerce sites, search sites

Answer: D

Question: 7
Your client wants to use Google AdWords' ability to display ads in videos. How can you create a video ad for your customer?

A. You'll need a video editing program, like QuickTime Pro, to edit and create video ads.
B. You'll insert the text into an ad template that Google AdWords will insert into the video ad.
C. Your video can be created in any program, but the output must be compatible with YouTube.
D. You must use the Display Ad Builder to create a video ad.

Answer: D

Question: 8
Jeff is creating a mobile ad for his Website for the Google AdWords program. Which one of the following options is allowed by Google AdWords for mobile users?

A. A call link so visitors can immediately call rather than visit the Website
B. A text link so visitors can send a text message to the advertiser
C. An ignore mobile ad option to hide the Google AdWords
D. A hide all images option to see just the Google AdWords text

Answer: A

Question: 9
Beth has created a Google AdWords account for her company but she is no longer interested in managing the Google AdWords. She hires an SEO firm to manage the account and SEM for her. How can the SEO firm now manage Beth's account?

A. The SEO firm will need to link Beth's account to their account.
B. The SEO firm will need to acquire Beth's account through the My Client Center program.
C. The SEO firm will need to create a new Google AdWords account in the My Client Center program.

D. The SEO firm will need Beth's account login information to login and manage the account as Beth

Answer: A

Question: 10
Martha has created a video ad for her Google AdWords account. She would like to customize where the video ad is displayed geographically. Which one of the following choices is NOT one of the geographical customization choices Martha has for displaying her Google AdWords video ad?

A. Internationally
B. Globally
C. Locally
D. Nationally

Answer: B

Question: 11
You have elected to use the device platform targeting in your Google AdWords. How is the quality score calculated for this feature?

A. The type of device you've elected to target affects how the quality score is calculated.
B. The type of operating system you've elected to target affects how the quality score is calculated.
C. Quality scores are not calculated when a Google AdWords users elects to use content placement.
D. The quality score is calculated the same as all Google AdWords ads: It's calculated using a variety of factors and measures how relevant your keyword is to your ad group and to a user's search query.

Answer: D

Question: 12
Jennifer has been notified that her ad was disapproved by Google. What tool can Jennifer use to determine why the ad has NOT been approved by Google AdWords?

A. Keyword Review tool
B. AdWords Editor tool
C. Google AdWords ad tool
D. Disapproved Ads tool

Answer: D

Question: 13
You're serving as a Google AdWords consultant for a company that sells electronics. Bob, your client, is new to Web-based business sales and he's concerned with how long his ad will run. You explain to Bob the concept of a daily budget and the monthly costs, but Bob is still worried and would like to just run his ad for a short period of time. What's the smallest amount of time that you can configure an ad to run for Bob?

A. 15 minutes per week
B. 48 hours per week
C. 1 hour per week

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