

GOOGLE ADS COMPETENCY ASSESSMENT

1 You can make changes to location and language targeting at?

- A Campaign level
- B Only if you choose display network
- C Ad Group level
- D Account level

YOUR
ANSWER

2 While setting up a Search Network campaign, you want to maximize the number of clicks you can get. Which bidding strategy should you use to achieve this goal?

- A Cost-per-acquisition (CPA)
- B Automatic cost-per-click (CPC)
- C Manual cost-per-click (CPC)
- D Cost-per-thousand impressions (CPM)

YOUR
ANSWER

3 Using Duplicate Keywords across different ad group and campaigns is recommended by Google?

- A TRUE
- B FALSE

YOUR
ANSWER

4 An advertiser campaign is getting a lot of clicks, but the conversion rate is low which approach should you suggest to help improve that advertiser's conversion rate?

- A Increase average daily budget for the campaign
- B Add new keywords to get even more clicks
- C Make sure the landing page is closely related to the ad
- D Increase the cost-per-click bid for low performing

YOUR
ANSWER

5 For a branding campaign which of these metrics is especially important?

- A** Impressions
- B** Average Cost-Per-Click (avg. CPC)
- C** Sitelink Extensions
- D** Clickthrough rate (CTR)

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ANSWER

6 You noticed from the Search Terms Report that certain search terms are leading to a higher number of clicks on your ads. What will you do with this information?

- A** Add sitelinks to your ads to make them even more prominent.
- B** Make sure all of these search terms are included as keywords, regardless of relevance
- C** Add search terms that are not leading to many clicks as negative keywords
- D** Make sure relevant search terms are keywords and adjust bid or ad text for these keywords

YOUR
ANSWER

7 Your client wants to improve their ad position. What would you recommend?

- A** Add more keywords and increase daily budget
- B** Make Max CPC 2 times the current Max CPC
- C** Improve the ad quality and increase bid amount
- D** Improve Quality Score and decrease bid amount

YOUR
ANSWER

8 What's one of the benefits of using ad extensions?

- A** Extensions increase your reach by showing your ad on more advertising networks
- B** Extensions are automated so you don't have to create your ads
- C** Extensions ensure a higher clickthrough rate (CTR) because they make your ad more prominent
- D** Extensions provide additional information to make your ads more relevant to customers

YOUR
ANSWER

9

I want my ads to show on certain sites across the internet, then I should add these websites as:

- A Keywords
- B Topics
- C Placements
- D Audiences

YOUR
ANSWER

10

An advertiser has decided that they want to spend \$1216 per month for their campaign. How would you recommend they set their budget in their AdWords account?

- A Set a bid of \$40 per ad group
- B Set a daily budget of \$40 for the advertiser's account
- C Set a daily budget of \$40 for the advertiser's campaign
- D Set a daily budget of \$20 for the advertiser's campaign

YOUR
ANSWER