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Google AdWords Fundamentals

Google AdWords-Fundamentals

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QUESTION NO: 1

Which two factors can influence whether an ad is eligible to show in a Google Ads auction? (Choose two.)

A. The campaign's targeting settings

B. The ad's approval status

C. The advertiser's organic search ranking

D. The number of pages on the advertiser's website

ANSWER: A B

Explanation:

The campaign's targeting settings and **the ad's approval status** are correct. An ad must meet the campaign's targeting requirements, such as location, language, audience, and keyword eligibility, before it can enter a relevant auction. Ads must also comply with Google Ads policies and be approved or otherwise eligible to serve. Bid and ad quality then help determine Ad Rank among eligible ads. See About the Google Ads auction and Google Ads policies.

QUESTION NO: 2

Which two types of customer actions can be measured with Google Ads conversion tracking? (Choose two.)

A. Online purchases

B. Newsletter sign-ups

C. The number of competitors in an auction

D. A user's organic search ranking

ANSWER: A B

Explanation:

Online purchases and **newsletter sign-ups** are correct. Conversion tracking can measure valuable actions that users take after interacting with an ad, including purchases, form submissions, sign-ups, phone calls, and app actions. Advertisers should define conversions based on the actions that matter to their business goals. See About conversion tracking.

QUESTION NO: 3

Which formula represents how Ad Rank is determined on Google search?

A. Popularity of the website being advertised.

B. Historic average position of each ad.

C. Maximum cost-per-click (CPC) multiplied by Quality Score.

D. How much an advertiser is willing to spend each day.

ANSWER: C

Explanation:

Maximum cost-per-click (CPC) multiplied by Quality Score. is the intended formula for this Google Ads Fundamentals question. In the traditional AdWords framework tested by this material, an advertiser’s Ad Rank was represented by multiplying the maximum CPC bid by the ad’s Quality Score. This expresses the central auction principle that placement is

influenced not only by how much an advertiser is prepared to bid, but also by the quality and relevance associated with the ad experience. Quality Score is based on diagnostic components including expected clickthrough rate, ad relevance, and landing-page experience, so improving those elements can improve an ad's competitiveness in search auctions without relying exclusively on a higher bid.

Google's current documentation describes Ad Rank more comprehensively: it considers the bid, ad and landing-page quality, Ad Rank thresholds, the competitiveness of the auction, search context, and the expected impact of ad assets and other ad formats. However, for the legacy formula explicitly sought in this question, maximum CPC multiplied by Quality Score is the correct representation. See Google's documentation on Ad Rank and Quality Score.

QUESTION NO: 4

Which two actions are recommended before making major bid changes based on campaign performance? (Choose two.)

A. Review performance over a meaningful date range

B. Confirm that conversion tracking is recording the desired actions

C. Change all campaign settings at the same time

D. Base the decision only on one day's impression volume

ANSWER: A B

Explanation:

Review performance over a meaningful date range and **confirm that conversion tracking is recording the desired actions** are correct. Bid decisions should use sufficient data to avoid reacting to normal short-term variation. For conversion-focused campaigns, accurate conversion measurement is essential because conversion volume, cost per conversion, and conversion value can inform whether bid changes support business objectives. See About conversion tracking and About bid simulators.

QUESTION NO: 5

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

Explanation:

keyword themes of ad groups is correct because contextual targeting on the Google Display Network uses the collective meaning and subject matter of the keywords in an ad group to identify relevant content. Rather than treating each keyword as an isolated instruction, Google Ads analyzes the group's keywords to infer an overall topic or theme. It can then match ads with webpages, apps, and other Display Network inventory whose content is relevant to that theme.

This is why a tightly organized ad group is important for contextual display campaigns. Keywords that all describe the same product, service, or audience interest provide a clear topical signal, helping Google Ads find appropriately related pages. For example, an ad group whose keywords consistently concern hiking boots gives the system a stronger basis for identifying outdoor and hiking-related content than an ad group containing unrelated terms. Google's guidance describes content targeting as using keywords and topics to show ads alongside relevant content, and it emphasizes that keyword targeting considers the theme represented by an ad group's keywords. See Google Ads Help: About content targeting and Google Ads Help: About Display campaigns.

QUESTION NO: 6

Which two statements about maximum cost-per-click (CPC) bids are true? (Choose two.)

A. They represent the most an advertiser is generally willing to pay for a click

B. They can be set at the ad group or keyword level with manual CPC bidding

C. They guarantee a specific ad position

D. They are always the same as the actual CPC charged

ANSWER: A B

Explanation:

They represent the most an advertiser is generally willing to pay for a click and **they can be set at the ad group or keyword level with manual CPC bidding** are correct. A maximum CPC bid is a bid limit, not necessarily the actual amount charged for every click. In a manual CPC campaign, advertisers can use an ad group default bid and set keyword-level bids when more granular control is needed. See About CPC bidding.

QUESTION NO: 7

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

ANSWER: A D

Explanation:

Exact match targeting for **"purple flowers"** would allow the query **"Purple flowers"**, because capitalization does not affect Google Ads keyword matching. It would also allow **"Purple flower"** under the close-variant treatment applicable to exact match, which recognizes a singular/plural variation of the keyword. This question's supplied text, "Purple flower seeds," appears to contain an error: adding "seeds" changes the query by adding a distinct term and does not represent the intended singular close variant. Therefore, the corrected option is "Purple flower." Google Ads matching has evolved over time, but exact-match behavior has long treated capitalization as immaterial and has supported close variants, including singular and plural forms. Google's keyword-matching guidance explains that close variants are matching versions of a keyword with similar meaning or intent, and its historical overview documents how close-variant matching expanded over time. See About keyword matching options and Google Ads' overview of close-variant matching.

QUESTION NO: 8

A primary benefit of location targeting is that advertisers can:

A. Choose to only target websites based in a specific region or territory.

B. Choose to target a specific Google domain.

C. Target any combination of countries, territories, and regions.

D. Target specific users who have already visited their site.

ANSWER: C

Explanation:

Location targeting enables advertisers to choose the geographic areas where their ads are eligible to appear. Therefore, **"Target any combination of countries, territories, and regions."** is correct. In Google Ads, an advertiser can include or exclude locations at several geographic levels, such as entire countries, subnational regions, cities, postal codes, and radius-based areas around a specified point. This flexibility lets a business align ad delivery with the places it serves, its service area, physical store locations, or markets in which it can sell and support customers.

Geographic targeting can also be refined through location options that consider a person's presence in, regular presence in, or demonstrated interest in the selected locations. Using these settings helps advertisers concentrate budget on audiences relevant to their business goals and tailor campaigns, bids, ads, and landing pages to local needs. Google's guidance on selecting geographic targets and exclusions is available in the Google Ads location targeting help. For additional detail on how Google determines location and how location options affect targeting, see About location options.

QUESTION NO: 9

Which two statements about responsive search ads are true? (Choose two.)

A. Advertisers provide multiple headlines and descriptions.

B. Google Ads can test different combinations to identify combinations likely to perform well.

C. Every headline entered will appear in every ad impression.

D. Responsive search ads can run without a final URL.

ANSWER: A B

Explanation:

Advertisers provide multiple headlines and descriptions and **Google Ads can test different combinations to identify combinations likely to perform well** are correct. Responsive search ads give Google Ads a set of advertiser-created assets that can be assembled into different ad combinations for eligible auctions. Advertisers should provide distinct, relevant headlines and descriptions that accurately represent the offer and landing page. See About responsive search ads.

QUESTION NO: 10

A My Client Center (MCC) account functions primarily as:

A. A dashboard that allows clients view-only access to AdWords reports.

B. A bid management system for AdWords clients managed by resellers and agencies.

C. An umbrella account that allows for access to individual accounts with a single log-in.

D. A separate AdWords account with its own keywords and campaigns.

ANSWER: C

Explanation:

An umbrella account that allows for access to individual accounts with a single log-in is correct. My Client Center (MCC), now generally called a Google Ads manager account, is designed for advertisers, agencies, and other organizations that need to manage multiple Google Ads accounts efficiently. Rather than requiring the user to sign out and back in for each client or business account, the manager account provides a central place to link and access those individual accounts using one set of credentials.

Through a manager account, authorized users can navigate among linked accounts, review account-level performance information, manage users and permissions, and perform administrative or campaign-management tasks where access has been granted. The linked accounts remain distinct Google Ads accounts: each can retain its own campaigns, budgets, billing setup, and account history. The manager account's primary role is therefore centralized access and administration, not replacing every linked account with one new advertising account. Google's current manager-account documentation describes this structure and its use for managing multiple accounts from a single location.

References: Google Ads Help: About manager accounts and Google Ads Help: Link accounts to a manager account.

QUESTION NO: 11

Which two campaign settings are controlled at the campaign level in Google Ads? (Choose two.)

A. Daily budget

B. Location targeting

C. Individual keyword match type

D. Responsive search ad headlines

ANSWER: A B

Explanation:

Daily budget and **location targeting** are controlled at the campaign level. The daily budget defines the average amount an advertiser is willing to spend per day for a campaign, while location targeting determines the geographic areas where the campaign can reach users. Keywords, ads, and many targeting methods are organized within ad groups, but these campaign-wide settings apply across the campaign. See About campaign budgets and About location targeting.

QUESTION NO: 12

Which two actions can help an advertiser identify search queries that should be added as negative keywords? (Choose two.)

A. Reviewing the Search terms report

B. Identifying queries that generate irrelevant clicks

C. Reviewing only the campaign's daily budget

D. Adding every high-volume search query as a negative keyword

ANSWER: A B

Explanation:

Reviewing the Search terms report and **identifying queries that generate irrelevant clicks** are correct. The Search terms report provides insight into searches that triggered an ad. Advertisers can use it to identify terms that are unrelated to their products or services, then add appropriate negative keywords to prevent future matching where applicable. This can help focus spend on more relevant traffic. See About the Search terms report and About negative keywords.

QUESTION NO: 13

Placement-targeted and contextually-targeted ads compete for placement on pages across the Google Display Network on:

A. Ad Rank

B. Location targeting

C. Keyword match type

D. Language targeting

ANSWER: A

Explanation:

Ad Rank is correct because Google Ads uses an auction to determine whether an eligible ad can show and, if so, its position or placement relative to competing ads. In Display campaigns, advertisers can be eligible for the same inventory through different targeting approaches, including selecting particular placements or using contextual signals to match relevant webpages, apps, and other Display Network inventory. When those ads are eligible for a given impression, the auction evaluates Ad Rank rather than giving automatic precedence to one targeting method.

Google describes Ad Rank as the value used to determine an ad's position and whether the ad is eligible to show. It incorporates factors including the advertiser's bid, ad and landing-page quality, the competitiveness of the auction, the context of the user's search or viewing environment, and the expected effect of ad assets. Therefore, an advertiser using placement targeting and an advertiser using contextual targeting may both enter the auction for the same page, with the resulting opportunity determined through Ad Rank. See Google's Ad Rank overview and its guidance on Display campaign targeting.

QUESTION NO: 14

Which two changes can help an advertiser improve the relevance of a Search ad group? (Choose two.)

A. Creating separate ad groups for distinct product categories

B. Writing ads that closely reflect the keywords in each ad group

C. Adding unrelated keywords to increase ad group reach

D. Using one landing page for every product category

ANSWER: A B

Explanation:

Creating separate ad groups for distinct product categories and **writing ads that closely reflect the keywords in each ad group** both improve relevance. Tightly themed ad groups allow advertisers to align keywords, ad copy, and landing pages with a specific user need. This can provide a more useful experience for searchers and support stronger ad relevance and expected clickthrough rate. See About ad groups and About Quality Score.

QUESTION NO: 15

Quality Score on Google search is evaluated every:

A. Time a keyword receives a click.

B. Each time an ad enters an auction.

C. 24 hours.

D. 48 hours.

ANSWER: B

Explanation:

Each time an ad enters an auction. Google Ads evaluates the signals that determine ad quality in real time when a keyword is eligible to match a user's search and the ad is considered for that search auction. This auction-time evaluation

helps Google determine Ad Rank, which affects whether an ad can show and, if it does show, its position and actual cost per click. The primary signals associated with search ad quality include expected click-through rate, ad relevance, and landing-page experience. Because the query, user context, device, location, competition, and other auction circumstances can differ from one search to another, the effective quality assessment can also vary at each auction. The Quality Score shown in a Google Ads account is a diagnostic estimate based on historical performance; it is useful for identifying opportunities to improve keywords, ads, and landing pages, but it is not itself the exact real-time score used in every individual auction. Google's documentation explains that Quality Score is calculated whenever a keyword matches a search query, and that auction-time ad quality contributes to Ad Rank. See Google Ads Help: About Quality Score and Google Ads Help: About Ad Rank.

QUESTION NO: 16

An advertiser creates a new ad group in a campaign that is set to run on all relevant sites across the Google Display Network. If both keywords and placements are added to the ad group, they would work together to:

A. Impact the time of day that the ads are eligible to show.

B. Determine the target return on investment (ROI) for a given ad group

C. Impact search results and cost-per-click (CPC) on the Google Display Network.

D. Restrict the ads to specific sites and show them only when the content of that site's page is relevant to the keywords.

ANSWER: D

Explanation:

"Restrict the ads to specific sites and show them only when the content of that site's page is relevant to the keywords." is correct. In this Display Network targeting setup, placements identify the specific websites or pages on which the advertiser is willing to appear. The keywords add a contextual relevance requirement: Google evaluates the content of pages within those selected placements and can serve the ad when that content matches the ad group's keywords. Combining the criteria therefore narrows eligibility to the intersection of the chosen placement inventory and contextually relevant page content, rather than using either targeting method independently.

This approach gives the advertiser greater control over both where ads can appear and the context surrounding the ad. It is particularly useful when a brand wants placement-level control but also wants to avoid appearing on unrelated pages within an otherwise relevant site. Google describes Display content targeting as matching ads to relevant content, while placement targeting lets advertisers select particular sites, pages, or apps. See Google's Display campaign targeting guidance and Display keyword targeting documentation.

QUESTION NO: 17

A lower CPA does not necessarily indicate higher profit. Why?

A. A lower CPA may be due to changes in network distribution.

B. A lower CPA may also have lower sales volume, reducing overall profit.

C. A lower CPA may be due to changes in CPC bidding.

D. A lower CPA may be due to additions in negative Keywords.

ANSWER: B

Explanation:

A lower CPA may also have lower sales volume, reducing overall profit. CPA measures the average advertising cost required to generate one conversion, whereas profit depends on the total revenue and margin generated after all relevant costs. A campaign can reduce CPA by concentrating on a smaller, highly efficient audience or by limiting spend, yet this may produce substantially fewer conversions and less total gross profit. For example, lowering acquisition cost from $20 to $15 is

not necessarily beneficial if conversion volume falls enough that the business earns less aggregate margin. Meaningful profitability evaluation should therefore consider conversion volume, conversion value or revenue, profit margins, and total advertising cost—not CPA in isolation. Google Ads supports this broader value-focused approach through conversion values and value-based bidding strategies, which optimize toward conversion value rather than simply the number or cost of conversions. See Google's guidance on measuring conversion values in Google Ads Help: About conversion values and its overview of Google Ads Smart Bidding.

QUESTION NO: 18

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

Explanation:

Higher bids generally result in more conversions at a higher average CPA because a higher maximum CPC bid can make ads eligible for more auctions and can improve their competitiveness in auctions where they already participate. This generally increases clicks and conversion opportunities. As bids are raised, the additional traffic may be less efficient than the traffic already being captured, so average cost per acquisition can rise. Conversely, lower bids generally result in fewer conversions at a lower average CPA. Reducing bids typically limits auction participation and/or ad prominence, which reduces traffic volume and therefore conversion volume. However, the remaining traffic can be more selective or less costly, producing a lower average CPA. The condition that the campaign is not constrained by its daily budget is important: it isolates the expected trade-off created by the bid change rather than by budget limits. These are general directional expectations, not guarantees, because actual results also depend on conversion rate, competition, query mix, and ad quality. Google Ads' bid simulators are designed to estimate how different bid levels could affect clicks, cost, impressions, and conversions based on historical auction data. See Google Ads Help: About bid simulators and Google Ads Help: About cost per action (CPA).

QUESTION NO: 19

Which two actions can help improve a landing page experience for a Search campaign? (Choose two.)

A. Providing content that directly relates to the ad and keyword

B. Making the page easy to navigate on mobile devices

C. Sending all ad clicks to an unrelated homepage

D. Adding irrelevant keywords repeatedly to the page

ANSWER: A B

Explanation:

Providing content that directly relates to the ad and keyword and **making the page easy to navigate on mobile devices** are correct. A useful landing page should deliver on the promise in the ad, offer relevant and transparent information, and provide a positive user experience across devices. Landing-page experience is also a Quality Score diagnostic component for Search keywords. See About landing page experience and About Quality Score.

QUESTION NO: 20

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

Explanation:

Adding affinity audiences targeting people interested in green living and beauty is the appropriate change because the stated goal is to build awareness for a natural beauty brand. Affinity segments are designed to help advertisers reach people based on their long-term interests, lifestyles, and habits. Reaching users who have demonstrated an ongoing interest in environmentally conscious living and beauty-related content gives the campaign broad, relevant exposure among people likely to find the brand message meaningful.

For awareness initiatives on the Google Display Network, audience targeting should prioritize scale and relevance rather than only immediate conversion intent. Affinity audiences support this by extending reach across Google’s Display Network while aligning ad impressions with the brand’s core themes: natural beauty and green living. The advertiser can select relevant predefined segments and, where available, use audience insights to refine the approach based on the people most likely to engage with the brand. This targeting strategy helps establish familiarity and consideration before a potential customer is ready to purchase. Google describes affinity segments as a way to reach people based on what they are passionate about and their habits and interests. See Google Ads Help: About audience segments and Google Ads Help: About Display campaigns.

QUESTION NO: 21

If an advertiser improves the Quality Score of a keyword, this keyword may:

A. Be more likely to appear in bold when displayed in an ad

B. Automatically reset its match type to Broad

C. Earn the ad a higher average position

D. Receive fewer impressions on the Search Network

ANSWER: C

Explanation:

Earn the ad a higher average position is correct because Quality Score is Google’s diagnostic estimate of the quality and relevance of a keyword, ad, and landing-page experience. A stronger Quality Score can improve the keyword’s expected contribution to Ad Rank when it enters an auction. Ad Rank helps determine whether an ad is eligible to show and its position relative to other eligible ads. Therefore, when all other auction conditions remain comparable, improving Quality Score may enable the advertiser’s ad to appear in a more prominent position on the search results page, potentially reflected historically as a higher average position.

Quality Score is influenced by expected clickthrough rate, ad relevance, and landing-page experience. Improving these areas—for example, by aligning ad copy and landing-page content closely with the user’s search intent—can make the ad more useful to users and improve auction performance. Google has retired the Average position metric from Google Ads reporting, but the underlying principle tested by this question remains valid: better quality can contribute to stronger Ad Rank and more prominent ad placement. Google also notes that quality-related factors can help advertisers obtain better ad positions and potentially lower costs. See Google’s guidance on Quality Score and Ad Rank.

QUESTION NO: 22

When a campaign is showing as "Pending" within AdWords, it is:

A. Inactive because it's past its scheduled end date.

B. Inactive but scheduled to begin at a future date.

C. Inactive because your prepaid account balance has run out.

D. Active, but showing ads only occasionally due to budget constraints

ANSWER: B

Explanation:

“Inactive but scheduled to begin at a future date.” is correct because a campaign’s Pending status means that the campaign is waiting for its configured start date. It has been created and its settings can be reviewed or edited, but it is not yet eligible to serve ads because the scheduled start time has not arrived. Once that date is reached, the campaign can move into an eligible serving status, subject to its normal settings and policy review requirements. This status is therefore useful for advertisers preparing campaigns in advance—for example, for a seasonal promotion, product launch, or time-specific event—without having ads begin serving immediately. Google’s campaign-status definition specifically describes Pending as a campaign that is waiting for its start date to arrive. The start-date setting controls when a campaign begins running, allowing advertisers to coordinate activation with their planned marketing schedule. See Google’s CampaignStatus enum reference and its guidance on setting campaign start and end dates.

QUESTION NO: 23

A benefit of Google AdWords image ads is that they:

A. Allow advertisers to set budgets for each ad variation within an ad group.

B. Can appear next to related content on a website.

C. Can be targeted to both the Google Display Network and Search Network.

D. Are viewable on all mobile devices, regardless of country or carrier.

ANSWER: B

Explanation:

Can appear next to related content on a website. This is a core benefit of image ads, now commonly called display ads or image assets, because they can be served across websites and apps in Google’s Display Network. The Display Network enables advertisers to reach people while they browse content, rather than only when they actively enter a search query. Google can use contextual signals from a page or app, along with audience and content-targeting settings selected by the advertiser, to place ads alongside content that is relevant to the advertiser’s products, services, or intended audience. This visual placement gives advertisers an opportunity to use images, branding, and creative messaging to build awareness and encourage engagement in environments where potential customers are consuming related information. Google describes Display campaigns as a way to reach audiences across millions of websites, apps, and Google-owned properties, with targeting controls that help ads appear in relevant contexts. For more information, see Google Ads Help: About Display campaigns and Google Ads Help: About the Google Display Network.

QUESTION NO: 24

Which two benefits can conversion value reporting provide to an online retailer? (Choose two.)

A. Compare the total value generated by different campaigns

B. Evaluate return on ad spend

C. Determine competitors' product prices

D. Guarantee that every click will lead to a purchase

ANSWER: A B

Explanation:

Compare the total value generated by different campaigns and **evaluate return on ad spend** are correct. When an advertiser sends transaction values with purchase conversions, Google Ads can report not only the number of conversions but also the value associated with them. This helps the retailer compare campaign performance based on revenue or other assigned business value and assess the value generated relative to advertising cost. See About conversion values and About return on ad spend.