Google AdWords Cheat Sheet:

Advanced Search Advertising Practice Test

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Google AdWords Advanced Search Advertising Test Cheat Sheet

More and more marketing professionals are obtaining their Google AdWords Certification to gain recognition in the field of Search Engine Marketing(SEM). This Google-branded certification showcases a candidate's search engine knowledge, demonstrates their ability to practically apply their skills, and increases their value to their company and clients.

Interested in becoming a Google AdWords Certified professional? Below you will find practice questions and answers that will help prepare you for the test. If you are interested in more in-depth training, ASPE's Mastering Google AdWords training course will help you prepare and pass the Google Advertising Fundamental Test.

Questions

1.) An API user is given an account but is not able to view that account through the interface. The reason being:

    a. API user has "User Interface and API" access
    b. API user does not have an MCC account
    c. API user has "API Only" access
    d. API user has not updated to the current version

2.) API allows developers to use applications that:

    a. Manage individual accounts and small campaigns more efficiently
    b. Interact with MCC more efficiently
    c. Make AdWords charges less expensive
    d. Interact directly with the AdWords server

3.) Bud would like to test new logic that uses API without modifying his live campaigns. Which tools would allow him to do this?

    a. AdWords Keyword Tool
    b. AdWords API Sandbox
    c. Website Optimizer
    d. MCC

4.) Which of the following allows advertisers to automate AdWords reporting and campaign management?

    a. Use of an API web service
    b. MCC
    c. Google Analytics
    d. AdWords Editors

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5.) What is the benefit of the API?

    a. Advertisers can make dynamic changes to their AdWords accounts at scale.
    b. Advertisers can manage individual accounts and small campaigns more efficiently
    c. Pulling reports manually
    d. No longer having to use the AdWords interface

6.) If someone wants to make frequent, specific changes to bids based on criteria for more than 100k keywords, what tool is most efficient?

    a. AdWords Keyword Tool
    b. AdWords API
    c. AdWords Editor
    d. Website Optimizer

7.) A user clicks on an ad for sneakers. He isn't directed to a page with sneakers. He also receives :

    a. Link to a page with all athletic apparel
    b. Remove the pop-up
    c. Link to a relevant page and remove the pop-up
    d. Add a video to the page

8.) A good landing page for spring dresses would display?

    a. Several colors of spring dresses
    b. Dresses for all seasons
    c. Shoes, dresses and tops
    d. Men's spring clothing line

9.) A benefit of including a keyword within an ad text is that the keyword will:

    a. Will automatically have a perfect quality score
    b. Place your ad on page 1 spot 1
    c. Cost less per click
    d. It will appear bold within the ad

10.) To differentiate ads from competitors advertisers should:

    a. Use multiple special characters
    b. Copy competitors ads
    c. Include price, promotions and a call-to-action
    d. Bid higher on keywords

11.) How can advertisers determine the most profitable keywords within a company?

    a. Choose keywords with the lowest first page bid
    b. Compare the cost incurred by each keyword with the conversion data for that keyword.
    c. Choose keywords with the highest CTR
    d. Choose keywords with the lowest actual CPC

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12.) You search keywords that should trigger your ad but your ad doesn't appear. Why is this?

    a. Your campaigns are targeting a location outside where you are physically located.
    b. You are logged into your AdWords account
    c. Your campaigns are targeting a location where you are currently physically located
    d. You are not logged into your AdWords account

13.) You want to increase the position of an ad but don't want to raise the bid. How can you increase ad rank?

    a. Pause all your other ads
    b. Create new keywords
    c. Make changes to improve the quality score of the ad's keywords.
    d. Create new ads and test them against your current ads

14.) A high quality score can:

    a. Reduce CTR
    b. Improve an ad's position
    c. Increase CTR
    d. Increase actual CPC

15.) What is the most appropriate action to take if your keywords are below the "first page bid estimate?"

    a. Consider increasing the bid or editing the keyword to improve quality score.
    b. Delete the keyword
    c. Use the keyword multiple times in your ad
    d. Consider decreasing the bid

16.) You make edits to an ad and the position decreases. What was the cause?

    a. The edited version is more relevant to the keywords within the ad group
    b. The edited ad increased the quality score of your keywords
    c. You are not bidding enough on keywords
    d. The edited version is less relevant to the keywords within the ad group.

17.) You have the same keyword in two different ad groups. The one to win within an auction will be the one with:

    a. The highest maximum CPC
    b. The best quality score
    c. The lowest maximum CPC
    d. The highest CTR

18.) To improve the performance of an ad group on a search network, advertisers should create ad groups by creating:

    a. Identical ads with different keywords
    b. Keywords that are also included in the ad text
    c. Keywords irrelevant to the ad text
    d. Ads first and then lists of keywords

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19.) In an AdWords account, which statistic is viewable for each ad group?

    a. Quality score
    b. First page bid estimate
    c. Average cost per click
    d. Impression share

20.) Which of the following is the recommended action for new mobile ad campaigns?

    a. Use a mobile-optimized landing page
    b. Bid low at first since not all of your competitors are using mobile ads
    c. Add mobile versions of ads to existing campaigns
    d. Only utilize the search network

21.) An advertiser selling computer monitors is writing new ad text. Which line of ad text fits AdWords policy?

    a. 20-70% OFF LCD monitors!!!
    b. 20-70% off LCD monitors! $$
    c. 20-70% OFF LCD Monitors!
    d. 20-70% off LCD monitors

22.) To achieve the best performance of text ads, which is a best practice?

    a. Include capitalized words like FREE and OFF
    b. Don't give away too much information such as prices and promotions
    c. Include words like find and search in the ad text
    d. Include multiple keywords in your ad text

23.) What type of keywords tend to perform better with mobile ads?

    a. Long-tail keywords
    b. Specific and complicated keywords
    c. Exact match keywords
    d. Short general keywords

24.) A campaign that is targeting desktops is only performing well with text and image ads. The advertisers want to reach mobile devices. They should:

    a. Create mobile ad variations within the existing ad group
    b. Create a separate ad group for mobile ads within the existing campaign.
    c. Disable their current text and image ads and run only mobile ads
    d. Stick with only text and image ads since they're already doing well

25.) If the query "Seattle Plumbers" is entered, Google will use the location term that is part of the query to show ads:

    a. Targeted to Seattle regardless of the user's physical location
    b. For plumbers within the user's physical location
    c. For plumbers in the United States
    d. Targeted to Seattle only if the user's physical location is in Seattle

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26.) You are running a campaign that targets only France. However, you see clicks from users in Switzerland. Why might this happen?

    a. Users in Switzerland are searching on Google's French domain
    b. France and Switzerland users may share the same IP address
    c. Users in France are searching on Google's Swedish domain
    d. A French user might be visiting Switzerland at the time

27.) What is the quickest way to add a long list of locations to target in an AdWords campaign?

    a. Search for each location and add them one at a time
    b. Import all the locations you want to target from an Excel spreadsheet
    c. Highlight and choose all possible locations in AdWords Editor
    d. Use the bulk link in the custom tab of location settings

28.) Why would an advertiser use the bundles option when choosing location targeting?

    a. To rule out countries or territories they do not want to target
    b. To quickly select a group of countries or territories to target
    c. It is the only way to select multiple countries or territories to target
    d. To target different countries or territories for different ad groups

29.) Which tool allows you to test different combinations of website content for the purpose of improving conversion?

    a. Keyword tool
    b. Sandbox
    c. Website optimizer
    d. Reports

30.) It is important to identify specific goals of an AdWords campaign so you can:

    a. Identify whether you have failed or succeeded
    b. Track conversions
    c. Make strategic changes to the account to improve performance
    d. Decide whether to promoted brand awareness or conversions

31.) A florist is advertising for five types of flowers, including red roses. When users type the phrase "red roses" Google shows the ad. What landing is more likely to result in a sale?

    a. A page on the site that displays only roses.
    b. A page on the site that displays several breeds and colors or roses
    c. The sites homepage
    d. A page that displays all different kinds of flowers

32.) Which of the following are key elements when optimizing a landing page for AdWords?

    a. Multiple fonts and eye catching images
    b. Relevant and original content that clearly represents the business.
    c. A grid layout of the content
    d. A "nofollow" attribute in the page-level meta tag

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33.) What report helps you identify which pages on your site should be optimized?

    a. Traffic sources
    b. See search terms
    c. Opportunities
    d. Top landing pages

34.) A user conducts a "laptop computers" search and clicks on an ad. Which landing page could be most relevant?

    a. A page containing both laptop and desktop computers
    b. A page containing tablet PCs
    c. The home page of a technology retail site
    d. Category page containing a variety of laptop computers.

35.) An advertiser can provide physical address location info about their business through Google places account. Ads that include this type of info are eligible to show on:

    a. Any networks selected in the campaign's settings
    b. Only in Google Maps
    c. Only on the display network
    d. Only on the search network

36.) Which feature distinguishes location extension from regional and customized campaign targeting?

    a. Click to call
    b. Customized campaign targeting is required in order to enable location extensions.
    c. Only when using location extensions, customized campaign targeting is not required
    d. A visible location displayed under the ad

37.) Business listings in Google places can be:

    a. A distraction from organic search results
    b. Updated within the AdWords interface
    c. Updated within the MCC
    d. Location extensions in AdWords

38.) What is a benefit of linking a Google places account to an AdWords campaign?

    a. Ads will be eligible to show to more users
    b. Ads will only show within Google Maps
    c. The click to call function
    d. A visible physical location displayed with the ad

39.) A click volume increase likely to be immediately filtered from an AdWords campaign would be due to:

    a. Seasonal search increases
    b. A user searching with the same query multiple times
    c. Automated clicks
    d. A user double clicking on an ad

40.) On which tab can advertisers see invalid click credits?

    a. Campaigns
    b. Billing
    c. My account
    d. Keywords

Answer Key

Q	A	Answers
1	C	API user has "API Only" access
2	D	Interact directly with the AdWords server
3	B	AdWords API Sandbox
4	A	Use of an API web service
5	A	Advertisers can make dynamic changes to their AdWords account at scale
6	B	API
7	C	Link to a relevant page and remove the pop-up
8	A	Several colors of spring dresses
9	D	It will appear bold within the ad
10	C	Include price, promotions and a call-to-action
11	B	Compare the cost incurred by each keyword with the conversion data for the keyword
12	A	Their campaigns are targeting a location outside where you are physically located
13	C	Make changes to improve the quality score of the ad's keywords
14	B	Improve an ad's position
15	A	Consider increasing the bid or editing the keyword to improve quality score
16	D	The edited version is less relevant to the keywords within the ad group
17	B	The best quality score
18	B	Keywords that are also included in the ad text
19	C	Average cost per click
20	A	Use a mobile-optimized landing page
21	D	20% - 70% off LCD monitors
22	C	Include words like find and search in the ad text
23	D	Short general keywords
24	B	Create a separate ad group for mobile ads within the existing campaign
25	A	Targeted to Seattle regardless of the user's physical location
26	A	Users in Switzerland are searching on Google's French domain
27	D	Use the bulk link in the custom tab of location settings
28	B	To quickly select a group of countries or territories to target
29	C	Website optimizer
30	C	Make strategic changes to the account to improve performance
31	A	A page on the site that displays only roses
32	B	Relevant and original content that clearly represents the business
33	D	Top landing pages
34	D	Category page containing a variety of laptop computers
35	A	Any networks selected in the campaign's settings
36	B	Customized campaign targeting is required in order to enable location extensions
37	D	Location extensions in AdWords
38	A	Ads will be eligible to show to more users
39	C	Automated clicks
40	B	Billing

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