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Google

*Adwords-reporting
Google Adword Reporting and Analysis*

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Version product

Question: 1

Joan is about to enroll in the Google AdWords for her travel agency for her European business. She wants to target clients throughout Europe using English, Spanish, French, and Flemish ads. Which of the following is the best advice you could offer Joan about Google AdWords, to target multiple languages?

- A. Create four ads - one for each language.
- B. Create four ad groups - one for each language.
- C. Create four campaigns - one for each language.
- D. Use English only, as it's the most common of the four languages she's targeting.

Answer: C

Question: 2

You are trying to determine the return on investment for a Google AdWords campaign for a client. Which of the following is the correct formula for finding the return on investment for Google AdWords?

- A. $(\text{Revenue from sales} - \text{Advertising costs}) / \text{Revenue from Sales}$
- B. $(\text{Revenue from sales} - \text{Advertising costs}) / \text{Duration of Ad}$
- C. $(\text{Revenue from sales} - \text{Advertising costs}) / \text{Advertising costs}$
- D. $(\text{Revenue from sales} - \text{Advertising costs})$

Answer: C

Question: 3

In Google AdWords there are two places where you can see the information for the Placement Performance Report. The first is through the Reporting tab and the actual Placement Performance report. Where else can you see the information in the Placement Performance Report in Google AdWords?

- A. You can have the report emailed to you in .csv format.
- B. You can see the details on your Keywords tab.
- C. You can see the details on your Account Performance Tab.
- D. You can see the details on the Networks tab.

Answer: D

Question: 4

Holly is the webmaster for her company's website and she would like to install and configure Google Analytics. She has configured her website for the Google Analytics code but is uncertain on what pages she should install the tracking code. Where does Holly need to install the Google Analytics code ga.js in her website?

- A. On her home page
- B. On her index page
- C. On her Google Analytics destination URL
- D. On every page of her website

Answer: D

Question: 5

How is an ad's Clickthrough rate calculated?

- A. It's the number of clicks an ad receives divided by the number of impressions.
- B. It's the number of clicks an ad receives from anywhere in the Google Search or Google Content Network.
- C. It's the total number of clicks an ad receives from the Google Content Network.
- D. It's the number of clicks an ad receives divided by the cost of each click.

Answer: A

Question: 6

Jane is using Google AdWords and she's receiving a moderate return on investment for budget. Jane would like to use a targeting tool to help her improve her Google AdWords program. Which of the following is a target tool that will help Jane to increase her ROI for her Google AdWords?

- A. Conversion Tracking
- B. Google Analytics
- C. Keyword Tool
- D. Traffic Estimator

Answer: C

Question: 7

You are a Google AdWords consultant for your client and you're helping them optimize their Google AdWords ads to increase their return on investment. Google recommend three optimization approaches

to increase return on investment. Which of the following is NOT an activity that you should do to improve ROI for your client's ads?

- A. Define a clear call-to-action
- B. Filter out unqualified clicks
- C. Relate ads to their landing pages
- D. Include deals and benefits

Answer: D

Question: 8

You are a Google AdWords consultant to a company that sells magic tricks, stage props, and costumes for theatres. Their website is robust, full of good articles and keywords, and wellorganized. As their new Google AdWords consultant, which one of the following AdWords strategies would you recommend for their different lines of products?

- A. Create separate campaigns for product line: one for magic tricks, one for stage props, and one for costumes.
- B. Create one campaign for all of their products to maximize ad exposure.
- C. Create a campaign based on their products and use placements to target their audience.
- D. Create keywords that are specific to purchasing magic tricks, stage props, or costumes.

Answer: A

Question: 9

You are configuring goals for a large complex website. How many goals can you create for each website profile in Google Analytics?

- A. 20
- B. 100
- C. 50
- D. 10

Answer: A

Question: 10

You are a Google AdWords consultant for a client. You've created a Google AdWords campaign for your client's website and you've identified 30 keywords for the campaign. You'd like to use a Google tool to

help you identify additional keywords through synonyms and different spellings. What Google AdWords tool would you use?

- A. Keyword Tool Supercharger
- B. Google Analytics
- C. Keyword Tool
- D. AdWords Editor

Answer: C

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