The principles for formulating test questions and the samples:

Part 1

If your ad serving option is set to "optimize" and there are multiple variations of your text ads within the same ad group, AdWords will:

automatically increase your quality score based on the average CTR of the ad group.

automatically serve the ad with the highest maximum CPC the most often.

automatically try to show the best performing ad more often.

automatically lower your bids according to your CPA goal.

Quality Score and Ad Rank are calculated:

A few times a day, based on your ad scheduling settings.

Every time you change your CPCs within your account.

Every time someone does a search that triggers your ad.

Every time your ad is eligible to serve on a Display Network page.

With social extensions, how are +1's calculated for your ad and Google+ page?

Any +1 on your ad applies to your Google+ Page as well. All +1 's from your Google+ Page are also applied to your AdWords ads.

Any +1 on your ad is displayed as a part of your display campaigns, but has no bearing on your quality score or Ad Rank.

Only +1 's from your Google+ page are showing in the count that is visible on your ad.

Only +1 's from your ads are calculated, your Google+ page is considered a separate campaign.

Part 2

What is a benefit of online advertising with Google AdWords?*

o ○ Advertisers can pay to place their websites in the natural search results.

o ○ Ads are displayed to users who are searching for a particular product or service.

- ○ Advertisers can identify the Internet Protocol (IP) address of users who are searching for products.

- ○ Ads can include up to 50 characters for the first three lines of ad text.

*Which is a benefit of search advertising with Google AdWords? ***

- ○ Better position in natural search results.

- ○ Ability to view competitors' bids for keywords.

- ○ Extended reach to search partners.

- ○ Ability to pay for specific placement in top ad positions.

*Which best describes the 'Optimize' ad rotation setting in AdWords? ***

- ○ The "Optimize" ad rotation setting allows the AdWords system to automatically show the better performing ads more often.

- ○ The "Optimize" ad rotation setting allows your campaign to show ads more often, which can Increase Impressions.

- ○ The "Optimize" ad rotation setting allows a campaign to automatically show the most relevant display URL for each ad.

- ○ The "Optimize" ad rotation setting allows two of the ads from the ad group to show to a user on the same page.

*Negative keywords can help advertisers refine the targeting of their ads, and potentially increase: ***

- ○ the clickthrough rate (CTR) of their ads.

- ○ their campaigns' daily budged recommendations.

- ○ the amount of the impressions served.

- ○ the number of relevant Display Network placements.

*An advertiser adds negative keywords to an ad group within a search campaign. This means that the ad will not show if the negative keywords: ***

- ○ have low maximum cost-per-click (CPC) bids.

- ○ appear in another campaign within an account

- ○ appear in a user's search query

- ○ also appear in the ad text.

*Suppose you've created an ad group to advertise gourmet chocolate, and it includes keywords like "dark chocolate" and "gourmet chocolate bars." If you opted this particular campaign into the Google Display Network, what type of targeting would automatically be used to determine where your ads might show? * - display network*

- ○ Automatic placements would be used to contextually target sites that share the same themes as the keywords within your campaign.

- ○ Topic targeting would be used to target all pages about chocolate, regardless of whether your exact keywords appear on the page

- ○ Remarketing would be used to automatically target users who had previously visited sites that related to your keywords.

- ○ Managed placements would be used to target specific sites you had selected as being important to your client.

*A conversion (1-per-click) occurs when: ***

- ○ a single conversion is made within 30 days of an AdWords ad click.

- ○ multiple conversions result from a single AdWords ad click.

- ○ a user visits a website within 30 days of clicking on an AdWords ad.

- ○ a user clicks on an AdWords ad.

*An advertiser runs a report which includes invalid click statistics: 20% of the total number of clicks is invalid. What can the advertiser conclude from this report? ***

- ○ The invalid clicks were filtered out of the account.

- ○ They have to address AdWords Support with the issue.

- ○ They paid 50% less for these invalid clicks.

- ○ Max CPC was too low for these keywords.

*Exact Match Impression Share metrics: *

- ○ calculate impression share as if all keywords were set to exact match.

- ○ summarize impression share statistics as if all keywords were set to exact match.

- ○ are available for both Search and Display Network campaigns.

- ○ are only available at the account level.

*Why would an advertiser choose to optimize a campaign? *

- ☐ To ensure conversion tracking is working properly.

- ☐ To lower the overall costs of the campaign.

- ☐ To improve the landing page quality of the campaign.

- ☐ To appear in both the natural search results and sponsored listings

*What keyword is likely to produce a higher conversion rate for a Nicon D90 camera? *

- ○ Nicon cameras.

- ○ Nicon camera information.

- ○ Buy nikon cameras.

- ○ Nicon camera D90.

*An advertiser chooses keywords and ad text on the subject of sewing books. In order for the ad to have higher conversions, the ad should link to…? *

- ○ The credit card details page.

- ○ ○ The home page of the site.

- ○ ○ The sign up for newsletter page

- ○ ○ The sewing section of website