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### Question: 1

Changing the match type of a group of keywords from broad to exact match will likely:

- A. decrease impressions
- B. increase impressions
- C. increase Quality Score
- D. decrease Quality Score

**Answer: A**

### Question: 2

Susan added only these keywords to her ad group “wedding dress” [designer wedding dress], - [cheap wedding]. Which queries could potentially trigger her ads?

- A. Wedding designer dress
- B. Cheap wedding dress
- C. Dress for wedding
- D. Cheap wedding

**Answer: A**

### Question: 3

The Keyword Tool is used to:

- A. Find duplicate keywords in ad campaigns.
- B. Determine if ads are showing for particular searches.
- C. Determine exact competitor bids on keywords.
- D. Find new keywords for ad campaigns.

**Answer: D**

### Question: 4

A keyword with a very low click through rate (CTR) will usually receive:

- A. Impressions only on the Google Search Network.
- B. A low average cost-per-click (CPC) on Google search.

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- C. More impressions on the Google Display Network.
  - D. A low Quality Score on the Google Search Network.

**Answer: B**

### Question: 5

Negative keywords can help advertisers target their ads to potential customers and increase:

- A. Their campaigns' daily budget recommendations.
- B. The click through rate (CTR) of their ads.
- C. The amount of impressions served.
- D. Number of relevant Display Network placements.

**Answer: B**

### Question: 6

[Two ways to identify a keyword's Quality Score are to view the Quality Score column and to:

- A. Download a campaign level report from the Campaigns tab.
- B. Click on the speech bubble icon next to that keyword.
- C. Click on the "See search terms" button next to that keyword.
- D. Click keyword into the Traffic Estimator tool.

**Answer: B**

### Question: 7

AdWords advertising policies are designed to:

- A. Increase costs for small business advertisers.
- B. Maintain the Quality Score of all advertisers.
- C. Ensure users see ads that are relevant to a given search query.
- D. Ensure advertisers only show ads for online retail businesses.

**Answer: C**

### Question: 8

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Phrase match triggers an ad to appear when a search query:

- A. Precisely matches a synonym of the keyword
- B. Includes words that are related to the keyword.
- C. Includes the keyword in its exact sequence.
- D. Precisely matches the translation of the keyword.

**Answer: A**

### Question: 9

If an advertiser uses the phrase-matched keyword “cheap hotel,” add may show on Google when a user searches for:

- A. Cheap motels
- B. Cheap hotel deals
- C. Inexpensive hotel
- D. Cheap local hotel

**Answer: B**

### Question: 10

An advertiser is primarily on direct response, as opposed to branding. The advertiser should delete keywords from campaign if the keywords:

- A. Contain words that are duplicated in a display campaign.
- B. Generate many clicks and conversions.
- C. Generate many impression very few conversions.
- D. Contain more than two words in the phrase.

**Answer: C**