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Exam : **Adwords-reporting**

Title : Google Reporting and Analysis Exam Practice Test

Version : Demo

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

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. (Revenue from sales - Advertising costs)/Revenue from Sales
B. (Revenue from sales - Advertising costs)/Duration of Ad
C. (Revenue from sales - Advertising costs)/Advertising costs
D. (Revenue from sales - Advertising costs)
Answer: C

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

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

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

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

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

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

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

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

11.Doug is a Google AdWords consultant to a client who is using conversion tracking. The client's goal is to bring web visitors to his website, and to get the clients sign up for a free newsletter. The client does not sell a product or service as a result of the conversion, but only the free newsletter is offered. The client has asked Doug to calculate the return on investment, for the conversions that have been made as a result of the Google AdWords campaign. If the client is not selling a product or service, how can Doug find the return on investment?
A. Doug would need to know the value of the newsletter.
B. Doug needs to know the product cost of the client, to find the return on investment.
C. You can't track the ROI if there's nothing for sale as a result of the conversion.
D. Doug needs to know what the final cost of the newsletter would be.
Answer: A

12.Holly is creating a new custom report in Google Analytics. When Holly creates a new report how many dimensions can she include in the report?
A. Seven
B. One
C. Five
D. Ten
Answer: C

13.Ben is reviewing the Google Analytics report for his website. He's examining the e-commerce reports to determine how well his sales have been in proportion to the traffic he's received. Ben would like to see the ratio of actual sales from his website in relation to the amount of traffic he's received. Within the e-commerce section of Google Analytics what report should Ben utilize?
A. Total revenue
B. Visits to Purchase
C. Conversion rate
D. Average order value
Answer: C

14.You have added "coffee cups" as a keyword to your Google AdWords campaign. Which of the following Google searches would cause your ad to display?
A. Only searches for "coffee cups" as it's using the exact match options.
B. Only search for "coffee cups" (lower cased) as it's using the case sensitive options.
C. Any queries that search for "coffee cups" in quotation marks.
D. Any queries that include "coffee cups" in the search, such as yellow coffee cups or coffee cups sale.
Answer: D

15.When you configure a new action for Google AdWords conversion tracking, there is a customized field called "other" and four other tracking purpose fields. Which of the following is not a valid tracking purpose for conversion tracking?
A. Download
B. Signup
C. View of a key page
D. Purchase/Sale
Answer: A

16.You are exploring Google Analytics for a website you have created. In Google Analytics, you would like to configure the dashboard's graph to look like the one in the figure below. What are the appropriate steps to create this graph measuring total visits and new visits for your website?
A. From the Dashboard, click the Graph Mode drop-down menu, choose "Compare Two Metrics," and then choose Visits and % New Visits.
B. From the Dashboard, click the Graph Mode drop-down menu, choose "Compare Two Metrics," and then choose Visitors and % New Visitors.
C. From the Dashboard, click the Graph Mode drop-down menu, choose "Multiple Metrics," and then choose Visitors and % New Visitors.
D. From the Dashboard, click the Graph Mode drop-down menu, choose "Multiple Metrics," and then choose Visits and % New Visits.
Answer: A

17.Google determines a quality score to evaluate keyword relevance. The higher the quality score, the better the ad will perform for your site. There are several factors that go into determining your quality score, which include your clickthrough rate, the relevance of your ad text, keyword, and what is the other factor?
A. Domain name
B. History of Google AdWords
C. Negative keywords
D. Landing page
Answer: D

18.Mark is configured Google Analytics for his blog. Mark does not sell any products on his blog as he uses it to market his public speaking business. Mark would, however, like to assign a dollar value for customers that complete the 'contact me' field on his website to track return on investment for the marketing he has done to bring people to the site. If Mark considers each lead worth $50 what field in the configuration of the goals in Google Analytics would Mark add the $50 value to?
A. Mark does not have an e-commerce enabled website he would not be able to track dollar amounts through Google Analytics.
B. Mark can enter 2500 in the 'metric goal' field in the Google Analytics configuration and then choose "dollars" in the currency value.
C. Mark can simply enter $25 in the 'goal value' field in the Google Analytics configuration of the goal he has created for the 'contact me' form on his website.
D. Mark does not have an e-commerce enabled website but he can enter 25 in the "goal

completion" field and know the points are actually $25 towards his ROI.
Answer: C

19.What reporting portion of Google Analytics would you examine if you're interested in seeing your most popular pages in your website?
A. E-commerce
B. Content
C. Web page views
D. Goals
Answer: B

20.Which of the following statements best describes the relationship between Google AdWords and the quality score?
A. The higher a keyword's Quality Score, the lower the price you pay for each click and the better its ad position.
B. The lower a keyword's Quality Score, the lower the price you pay for each click and the better its ad position.
C. The higher a keyword's Quality Score, the better its ad position.
D. The higher a keyword's Quality Score, the higher the price you pay for each click and the better its ad position.
Answer: A