

# Google AdWords Practice Test Questions and Answers

**1. What is the maximum number of characters allowed in a Google Ads headline?**

- A) 25 characters
- B) 30 characters
- C) 35 characters
- D) 40 characters

**2. Which bidding strategy focuses on getting the most clicks within your budget?**

- A) Target CPA
- B) Maximize clicks
- C) Target ROAS
- D) Enhanced CPC

**3. What does CTR stand for in Google Ads?**

- A) Cost To Revenue
- B) Click Through Rate
- C) Campaign Target Ratio
- D) Conversion Tracking Report

**4. Which keyword match type gives you the most control over which searches trigger your ads?**

- A) Broad match
- B) Phrase match
- C) Exact match
- D) Modified broad match

Answers: 1-B 2-B 3-B 4-C

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