

Google Adwords Practice Test Questions and Answers

1. You can use Display Planner to:

- A) see potential webpages where your ad can appear based on your keywords
- B) managed CPC bids for contextual campaigns within your account
- C) see which images and text ads within your campaign are performing best on the specific websites you are targeting
- D) run a report to determine which keywords are most likely to convert based on the past 30-days of your campaign

2. You can use Display Planner to:

- A) see ways to reach your target audience based on your keywords, website, or interest categories
- B) see which image and text ads are performing best on the specific websites you're targeting
- C) see how other advertisers perform on websites where you want your ad to appear
- D) compare how your current Display Network campaign could perform on websites you'd like to target

3. What is the YouTube masthead ad?

- A) A video ad shown at the top of all YouTube search results
- B) A premium ad placement at the top of the YouTube homepage, sold on a reservation basis
- C) The main banner ad on a YouTube channel page
- D) A video bumper shown before YouTube Premium content

4. What is a 'Showcase Shopping ad'?

- A) A standard Shopping ad with an enhanced product description
- B) A Shopping ad format that groups related products under a brand or category header image
- C) A Shopping ad exclusively for luxury or premium products
- D) An ad that showcases customer reviews alongside the product listing

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

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