

Ad Formats

Google AdWords Fundamentals

Question: What percentage of mobile users is trying to find something local when they search?

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***ANSWER: ACCORDING TO GOOGLE
IT IS AROUND 20%***

Question: Destination URLs are set at what level?

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ANSWER: EITHER KEYWORD OR AD COPY LEVEL.

Question: Are fake friend/crush requests allowed on AdWords?

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ANSWER: NO.

Question: Does AdWords policy allow you to simulate email inbox notifications?

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ANSWER: NO.

**Question: Is ad text which reads
“Click here” allowed?**

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“Click here” allowed?

ANSWER: NO.

Question: Is ad text that reads “See this site” allowed?

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ANSWER NO.

Question: What is best practice for creating an ad?

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***ANSWER: USE PRICE,
PROMOTIONS, AND OFFERS.***

Question: +1s are calculated how?

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***ANSWER: THEY ARE CALCULATED
BASED ON YOUR GOOGLE+ PAGE.***

Question: Why would you want to use a location extension?

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ANSWER: IT HELPS USERS CALL YOU AND INCREASES CONVERSIONS.

Question: What will happen if you have a sitelink extension set at Campaign and Ad Group level?

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ANSWER: AD GROUP LEVEL EXTENSION WILL BE SHOWN.