

# **Account Management**

Google AdWords Fundamentals

**Question: Should you choose your currency and time zone carefully during setup?**

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***ANSWER: YES. YOU CANNOT CHANGE THESE WHEN THE ACCOUNT IS SET UP.***

**Question: Are email address,  
password and billing information  
specific to the Account level?**

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***ANSWER: YES.***

**Question: If you change your password for AdWords will this change the password to all your other Google accounts?**

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***ANSWER: YES.***

**Question: What is among the most compelling text you can create?**



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***ANSWER: SPECIAL OFFERS.***

**Question: Assume all other factors are equal, a competitor bids \$1.00, you bid \$200.00, what do you pay?**

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***ANSWER: \$1.01.***

**Question: Does your CTR of the Display Network affect your Search Network Quality Score?**

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***ANSWER: NO IT DOESN'T.***

**Question: What does a low CTR due to a Keyword in the Search Network?**

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***ANSWER: IT GIVES IT A LOWER QUALITY SCORE.***

**Question: How can you increase CTRs?**



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***ANSWER: ADD NEGATIVE KEYWORDS.***

**Question: Does a lower CPA always indicate a higher profit?**

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***ANSWER: NO. A LOW CPA CAN BE ACCOMPANIED WITH LOWER SALES VOLUME.***

**Question: What happens when you raise a bid?**

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***ANSWER: MORE CLICKS AND A HIGHER CPA.***

**Question: How can you target mobile?**

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***ANSWER: YOU CAN ENABLE BID ADJUSTMENT TO BID HIGHER ON MOBILE.***