

Campaign and Ad Group Management

Google AdWords Fundamentals

Question: When a Campaign is Pending what does this mean?

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ANSWER: IT MEANS THE CAMPAIGN IS INACTIVE BUT WILL BEGIN AT A LATE DATE.

**Question: What would you use
Optimize ad rotation setting to do?**

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***ANSWER: YOU CAN USE IT TO
SHOW BETTER PERFORMING ADS.***

Question: What would you use the Opportunities tab to do?

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ANSWER: GOOGLE WILL SUGGEST MODIFICATIONS BASED ON YOUR ACCOUNT.

Question: Why should you monitor how your campaign performs?

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ANSWER: SO YOU CAN OPTIMIZE IT AND MEET YOUR BUSINESS AND CONVERSION GOALS.

Question: Why should you not use a predetermined budget for AdWords?

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ANSWER: YOU MONITOR YOUR ROI. IF YOU HAVE A POSITIVE ROI THAT MEANS YOU SHOULD SPEND MORE MONEY.

QUESTION: If you want your ads to be distributed evenly throughout a day which method should you select?

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ANSWER: STANDARD.

Question: If you choose accelerated delivery what does this mean?

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ANSWER: IT MEANS ADS ARE SHOWN AS FREQUENTLY AS POSSIBLE UNTIL YOUR DAILY BUDGET IS SPENT.

Question: What serving option setting can you set AdWords to in order to show the best performing ads?

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ANSWER: OPTIMIZE.

Question: Which type of keyword will generally get you the most qualified click?

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ANSWER: EXACT MATCH SINCE THE USER IS LOOKING FOR THAT PARTICULAR KEYWORD. ALTHOUGH THERE IS LESS TRAFFIC, THE TRAFFIC WILL BE MORE QUALIFIED.

Question: Does negative keywords impact your ads' relevancy?

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ANSWER: YES. IF USED PROPERLY THEY WILL INCREASE YOUR ADS' RELEVANCY.

**Question: In Modified Broad Match
what do the + signs mean?**

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ANSWER: THE WORDS FOLLOWING THE + SIGN ARE MARKED AS MORE IMPORTANT AND ARE TARGETED CLOSELY TO A SEARCH QUERY TERM.

Question: How do you know whether your ad is running?

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ANSWER: USE THE AD PREVIEW AND DIAGNOSIS TOOL.

Question: Should you search for your keyword and trigger your ad?

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ANSWER: NO. THIS LEADS TO MORE IMPRESSIONS WITHOUT CLICKS AND A LOWER CTR. THE LOWER CTR HURTS THE AD QUALITY SCORE.

Question: Is it a bad idea to duplicate keywords in multiple Ad Groups?

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ANSWER: YES. THE KEYWORDS WILL COMPETE AGAINST EACH OTHER.

Question: Does using both keywords and placements stack on each other?

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ANSWER: YES. USING BOTH MEANS THAT ONLY SPECIFIC SITES YOU CHOOSE WILL BE SHOWN AND THE CONTENT HAS TO BE RELEVANT TO THE THEME.

**Question: How can you ensure
relevance when creating Ad
Groups?**

Question: What does Google suggest Ad Groups be formed based on?

ANSWER: MAKE SURE SIMILAR KEYWORDS ARE GROUPED TOGETHER SO THE AD IS RELEVANT.

**Question: How can you ensure
relevance when creating Ad
Groups?**

Question: How can you ensure relevance when creating Ad Groups?

ANSWER: THEMES.

Question: Why should you create multiple Ad Groups?

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ANSWER: TO CREATE THEMES WHICH INCREASES RELEVANCY.

Question: What does Google suggest Ad Groups be formed based on?

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ANSWER: THEMES.

Question: Placements are controlled on what level?

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ANSWER: AD GROUP LEVEL.

Question: What will a poor landing page do?

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ANSWER: IT MAY RESULT IN A LOWER QUALITY SCORE.

Question: How should themes be created?

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ANSWER: BASED ON HOW YOU ADVERTISE.