

# **Language and Location Targeting**

Google AdWords Fundamentals

**Question: How does AdWords determine which language it is targeting?**

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***ANSWER: BY LOOKING AT THE LANGUAGE SETTING ON THE GOOGLE INTERFACE.***

**Question: If you want to target a Spanish speaker in Texas what language setting should you use?**

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***ANSWER: SPANISH.***

**Question: If you name a Campaign Houston and target the US in the settings where will users see your ad?**

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***ANSWER: IN THE US. NAMING A CAMPAIGN AFTER A CITY WILL NOT AFFECT THE TARGETING.***

**Question: If you target Houston in the settings, is it possible for people outside Houston to be served with your ads?**

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***ANSWER: YES. GEO-TARGETING IS NOT 100% ACCURATE.***

**Question: At what level can an advertiser change location targeting?**

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***ANSWER: CAMPAIGN.***

**Question: Why should you use location targeting?**

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***ANSWER: INCREASED CONVERSIONS.***

**Question: How does Google target based on location?**

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***ANSWER: BASED ON IP ADDRESS OF THE USER.***