

# **Measurement and Optimization**

Google AdWords Fundamentals

**Question: What is the number of conversions divided by the number of clicks called?**

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***ANSWER: CONVERSION RATE.***

**Question: What should you place in your Thank You or Confirmation Page?**

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***ANSWER: CONVERSION CODE.***

**Question: What is the average cost per click divided by the conversion rate called?**

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***ANSWER: COST PER CONVERSION***

**Question: If you use automatic Bidding for a PPC campaign do you have control over the Cost Per Click at a keyword level?**



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***ANSWER: NO.***

**Question: What can you use to tell you whether your bid is too low?**

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***ANSWER: GOOGLE BID SIMULATOR.***

**Question: How do you calculate Ad Rank?**

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***ANSWER: MAX CPC X QUALITY SCORE.***

**Question: How can you use landing pages to increase Quality Score for a keyword?**

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***ANSWER: YOU CAN EDIT THE AD ASSOCIATED WITH THE KEYWORD AND HAVE A LANDING PAGE WITH RELEVANT CONTENT.***

**Question: Why do you want a higher Quality Score?**



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***ANSWER: A HIGHER QUALITY SCORE MAY LEAD TO A HIGHER AVERAGE POSITION.***

**Question: How often are Quality Scores calculated?**

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***ANSWER: WHENEVER A USER SEARCHES AND YOUR AD IS ELIGIBLE TO APPEAR.***

**Question: Will a higher Quality Score mean lower cost and higher ad position?**

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***ANSWER: YES.***