

# **Search Network**

Google AdWords Fundamentals

**Question: Quality Score is set at what level?**

Question: Quality Score is set at what level?

***ANSWER: KEYWORD LEVEL***

**Question: Does using particular match types increase or decrease your Quality Score?**

Question: Does using particular match types increase or decrease your Quality Score?

***ANSWER: NOT DIRECTLY.***

**Question: Is a high Click Through Rate likely to increase your Quality Score?**

Question: Is a high Click Through Rate likely to increase your Quality Score?

***ANSWER: YES.***

**Question: Does a high page relevancy increase your Quality Score?**



Question: Does a high page relevancy increase your Quality Score?

***ANSWER: YES.***

**Question: Does a fast landing page load time increase your Quality Score?**

Question: Does a fast landing page load time increase your Quality Score?

***ANSWER: YES.***

**Question: Is Account history  
important for Quality Score?**

Question: Is Account history important for Quality Score?

***ANSWER: YES.***

**Question: What is the most used type of search query called?**

Question: What is the most used type of search query called?

***ANSWER: INFORMATIONAL QUERY.***

**Question: Can a keyword be added to a Campaign Level?**



Question: Can a keyword be added to a Campaign Level?

***ANSWER: NO. KEYWORDS CAN ONLY BE ADDED TO AD GROUPS. A KEYWORD THAT IS PLACED AT AN AD GROUP LEVEL WILL NOT TRIGGER ADS THROUGHOUT THE CAMPAIGN.***

**Question: What are the best  
keywords for Search in general?**

Question: What are the best keywords for Search in general?

***ANSWER: ACCORDING TO GOOGLE, THEY ARE TRANSACTIONAL IN NATURE. THIS MEANS SEARCHERS WHO ARE ACTIVELY TRYING TO FIND A PRODUCT OR SERVICE.***

**Question: If someone knows of a particular website and attempts to find it through search, what type of query is this called?**

Question: If someone knows of a particular website and attempts to find it through search, what type of query is this called?

***ANSWER: NAVIGATIONAL QUERY.***

**Question: When you add punctuation at the end of the first line of the description what happens?**

Question: When you add punctuation at the end of the first line of the description what happens?

***ANSWER: IT CAUSES THE FIRST DESCRIPTION LINE TO MOVE TO THE TITLE LINE.***

**Question: How do you achieve the top position in paid search?**



Question: How do you achieve the top position in paid search?

***ANSWER: BY HAVING A HIGH QUALITY SCORE AND DECENT COST PER CLICK.***

**Question: If you don't have much time to manage the account which is the best bidding option?**

Question: If you don't have much time to manage the account which is the best bidding option?

***ANSWER: AUTOMATIC CPC.***

**Question: How is cost accrued?**

Question: How is cost accrued?

***ANSWER: WHENEVER SOMEONE  
CLICKS ON AN AD.***

**Question: How do negative keywords work?**

Question: How do negative keywords work?

***ANSWER: WHEN A SEARCH QUERY HAS THE NEGATIVE KEYWORD, YOUR AD WILL NOT SHOW.***

**Question: When a daily budget is reached, why is this bad?**



Question: When a daily budget is reached, why is this bad?

***ANSWER: THERE ARE MISSED AD IMPRESSIONS.***

**Question: Can you pay for specific placement in the top ad positions?**

Question: Can you pay for specific placement in the top ad positions?

***ANSWER: YES.***

**Question: What should be the goal of Search Network marketing?**

Question: What should be the goal of Search Network marketing?

***ANSWER: REACHING QUALIFIED CUSTOMERS.***

**Question: What is the least required to run an Ad on Search Network?**

Question: What is the least required to run an Ad on Search Network?

***ANSWER: TEXT AD, KEYWORD LIST, AND DEFAULT BID.***