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Exam Name: Google Ads Search Certification Test Test URL: Search Ads Certification SolutionGoogle has been the largest and most used search engine for the past few decades. We contact Google for each of our requirements. It writes down our needs and offers the same solutions. But have you ever noticed that google shows some web pages top with ad tag on it? These are known as Search Ads, which are offered to keywords by Google.Website owners, and Ads are sorted according to their recommendations. This Ad concept from Google is known as Search Ads. For digital marketers and companies that want to run their ads alone, Google provides a Search Ads certification. About the Google Search Ads Certificate CourseThis course aims to provide mentees with the necessary information about search ads. It also gives them an overview of how it works and google policy about sorting a website for Ads. However, Google also provides information on how to successfully run an Ad campaign. Once you've joined the modules, the next step is to give it an online test. Google designs this test for mentees to prove that they have sufficient knowledge in this field. After you successfully clear the test, you receive a certificate by email. Your Skillshop account can also access this certificate. A badge provided by them along with a certificate will show expertise in this field. The reason for offering Google Search Ads Solutions.Practicing for an exam is actually very important before you take the exam. To achieve this goal, we're missing the questions asked in the latest Skillshop Search Ad test. However, solutions provided by field experts are also provided. If you find any problems during any question or answer application journey, feel free to contact us. I hope this helps. Test.No best wishes for your success. Question provided - 158Barbara Boss Wanted to Use Google Ads as Many User Searches As Possible for Terms Around Their Job Offers.Which Keyword Match Type helps Barbara reach the Most Search Queries We Use Potential Customers? Layla Knows They Can Help Learn About the Benefits of Using Search Ad Extensions and Increase User Engagement.What Are the Other Two Benefits That Ad Extensions Can Contribute to Performance? (Select two.) Jacob's Physical Toy Store Relies on Offline Metrics Such as Store Visits and In-Store Sales. He Heard That Special Campaign Types Can Help Him Achieve Such Goals.Which Type of Campaign Jacob Can Help Him Achieve His Offline Business Goals? Automatic Bidding on Francis Boss.Match These Aspects Using These Aspects they Offer Automatically with Service Benefits Works. Tim's looking to buy a new skateboard. He goes to Google Search to research and buy the best he can find it. You can edit the steps below in logical order to explain how Tim's interaction with Google Search Ads will occur from start to end. Ingrid wants to get a lot of exposure for a new line of products to be released. It understands that with the help of a Videoreklam campaign you can reach an important part of people on the internet. How will a Display campaign achieve Ingrid's marketing goal? Each ad contains a URL showing the address of your website. You can add two optional path areas to the display URL in a text ad. What is the advantage of using these optional road areas? Mary has been recognizing herself with different advertising components in a text name.match they match the following Text Ad Component Descriptions with Recipe Components.Yuto owns a gift shop in Tokyo. He wants to reach English-speaking tourists in his city at certain hours of the day. In which Three Areas Does the Search Campaign Need to Reach Yuto to achieve this goal? (Select three.) Brian manages his company's Google Search Ads campaign. Google Regularly reviews its optimization score to make the Search campaign as effective as possible. What is Brian's optimisation score based on? Jerry understands that the expected clickthrough rate is one of the three main factors determining an ad's quality score. What are the other two main factors Jerry ads need to focus on to improve quality score? (Select two.) Which of the following goals can you achieve for your marketing campaign using automated bidding? Mario owns a shop selling skateboarding equipment. Mario understands that people are most likely to notice his title text in a text ad. What should Mario add to his headline? Michelle recently launched a new product called **Wonder Boots **. The brand has already become well known in its industry. Google wants to pull more traffic through ads but only for searches for product name (**Wonder Boots**). What type of keyword match should Michelle use to attract traffic for **Wonder Boots** product name searches? Clara is an advertising director tasked with optimizing her company's Google Search campaign. How can Clara use the optimisation score to take advantage of her campaign? Linda is aware that a Google Search campaign can bring significant value to the e-commerce business. What two solutions can Linda reach through a Google Search campaign? (Select two.) Rina has heard the term Quality Score mentioned earlier and wants to know what really happened. What expression does the Quality Score explain? Jimmy completed the title section of his text message and is now writing the description section. What are the three factors Jimmy should add to the description section of text ads? (Select three.) Karen evaluated the optimization score of the Google Search Ads campaign after noticing that the campaign's performance was down. Much lower than a month ago. It implements an application Suggestions on the suggestions page. What about his campaign's optimisation score? A golf enthusiast regularly watches teaching videos about golf, recently Google.com for the best golf clubs and researched Google Maps golf courses. What type of search audience solution would be best for this person? A water sports company specializes in custom-made water arts and accessories. Marketing managers decide to use the broad-match keyword boat. The manager then adds the shovel as the wide match changer. Which two search marketing executives can request an ad? (Select two.) Ad extensions help users know which two things they want from their search experience? (Select two.) After several months of running a Google Search Ads campaign, Meredith realizes that sales of her advertised products are starting to back down. Google checks the Ad Suggestions page and notes that its campaign's optimisation score is 22%. What does this score tell Meredith about the Google Search Ads campaign? (Duplicate 1) After several months of running a Google Search Ads campaign, Meredith realizes that sales of her advertised products are starting to back down. Google checks the Ad Suggestions page and notes that its campaign's optimisation score is 22%. What does this score tell Meredith about the Google Search Ads campaign? (Repeating 2) Alex has launched a Google Search campaign designed to promote the online motorcycle accessories store. His shop focus on special helmets. How Google Search Ads can provide value to Alex An ad manager takes over a Google Search ad campaign. On the Google Ad Suggestions page, it says the campaign's optimisation score is 40%. What does this score mean? As a digital strategist, Jared wants to add something extra to his ads to provide more incentive for users to click and convert. It is considering using two optional domain paths in the URL component of the ad, but needs to make sure its messaging is appropriate. How many total characters can it use in each of these optional paths? As an advertiser, creating your first text ad in Google Ads is a simple five-step process. Arrange the five steps se orderly, with the first step at the top. Asam learns Google Ad Search. He wants to know why a marketer can use additional information extensions. For which activity are additional insa extensions useful? How does automatic bidding, heavy lifting for advertisers in Google Ads, use automatic bidding to set the right bid for each auction? I currently manage a campaign that is a total investment of \$7,000, creates 1,400 conversions and has an CPA (cost per purchase) of \$5. Ben needs to sell a lot of stock. To achieve this goal, you can increase its eBM and campaign investments Which of the following plans in Performance Planner will help Ben achieve his marketing goal of selling over res; Bernadette's in charge of marketing. Responsible for. product in a highly competitive segment. It is planning to launch a Google Search campaign as part of its overall strategy. What value is recognized by launching a Google Search campaign? Bob's electronics company is very mobile around a new TELEVISION called ultraview1000. This television is equipped with an accessibility feature that provides voice commands. Bob decides to use a wide match changer with television, accessible, and audio keywords in the Search Ads campaign. What advantage does the biggamy changer give Bob's Search Ads campaign? Bob's electronics company is launching a new television called UltraView1000. Bob decides to use a broad pairing with the tv keyword in the Search Ads campaign. How will the wide match benefit Bob's campaign? Bob's electronics company is launching a new television. UltraView1000. Bob decides to use expression mapping in the Search Ads campaign because he wants calls with UltraView1000 to show his ad. How else is the statement going to be Bob's campaign that benefits the match? Brenda is trying to get a potentially better ad ranking and improve the quality score of a Google Search Ad that performs better in the ad auction. Can a change to Brenda's ad increase ad rank? Brian manages his company's Google Search Ads campaign. Google Regularly reviews its optimization score to make the Search campaign as effective as possible. What is Brian's optimisation score based on? Carlton runs an adventure travel company in South America. I want to increase the number of people booked for turrezervation. What is the event that will direct potential customers to Carlton's company through Google Search ads? Carrie owns a garden store and uses a website to promote all the products she sells. One user saw a Google Search ad for one of their products. What could the user be doing? Clara is an advertising director tasked with optimizing her company's Google Search campaign. How can Clara use the optimisation score to take advantage of her campaign? Each Similar Audience, what have their seed list members removed to provide? Francine advertises her company's latest video editing software and related products. He knows that the best practice is to create every 3-5 ads of his Search Ad groups. Why is Google making this recommendation? Francis wants to boost his Google Ads skills and optimize results for his customers. What best practices should Francis adopt? (Select two.) Gina wants to try multiple combinations of titles and descriptions to optimize its results. The marketing department says it's using responsive search ads. What are the two benefits Gina can get from using responsive search ads? (Select two.) trying to create the first Google Search Ad. It wants to create an inviting and relevant ad so that potential customers will respond positively. To earn user clicks. Ginger must focus on creating an ad that (Select two.) Google Ads offers a variety Campaign types that determine where your ad appears and in what way. What are the types of campaigns available? Google Ads reviews saved text ads to make sure they meet their advertising policies before they're shown to users. What criteria are reviewed by Google Ads? Three key principles focused on helping businesses reach their online potential from the basis of Google Ads. The first of these is relevance. Google Ads connects businesses with the right people at the right time. What other policies were Google Ads built on? Google Ads is designed to deliver three things to each advertiser: relevance, control, and results. It provides relevance by associating advertisers with the right people at the right time. It provides results by charging only when you get one click. How Google Ads provides control Google Ads is designed to help businesses achieve online success. To achieve this, Google Ads is built on three basic principles. What are these principles? Hank wants to use the Maximize Conversions campaign with Performance Planner. What recommendation can be provided to Hank by performance planner? Helen's Heating and Air (HHA) wants to encourage interest in new smart refrigerators. They know WidgetCo also sells smart refrigerators. HHA's marketing manager creates a wide-match keyword refrigerator and adds WidgetCo as a negative keyword. Which two searches can the ad request? (Select two.) How ad extensions can contribute to increased user engagement How Can Performance Planner serve your business? How automating your bid contributes to a successful Google Ads campaign How is using last-click association conversions useful for Performance Planner predictions? Ideally, what is the minimum number of values you should target per header when using structured particle extensions? In-market viewers specifically allow the opportunity to determine what type of user it is? Which user will in-market audiences be eligible to reach? It's 10:00.m and you're sitting at a train station in London, looking at your calendar on your tablet. You do realize you forgot to arrange a boat trip to Alcatraz prison for San Francisco, right? Match each type of signal to how it is displayed in this case. Jamie wants to focus on selling his over-stocked blue pots. Set keywords using a wide match content. What are the two way the wide range makes Jamie's job easier? (Select two.) Jasmine is marketing manager for the clothing stores chain. He was given a set budget and needs to take it to the website as many potential customers as possible. What automated bid strategy should he use in his campaign? the company wants to increase online sales of a featured product by connecting with users who are actively researching similar products. What benefits does a Google Search campaign bring to Jennifer? Jennifer is looking to limit the number of people who see her Google Search For an all-inclusive holiday to Paris. She doesn't want to match people looking for anything else - just the all-inclusive holiday paris. That's why it limits those who see its ad to using the exact match type. What search terms can match Jennifer's ad? Jerry runs a Google Search campaign, and I want to improve the way his ads are displayed. It has increased its bids, but its ad still doesn't appear at the top of search results. What else can it do to increase ad rank? Jim created a Google Search ad with a \$5 offer. Two other advertisers at one auction have bids of \$2.50 and \$2. How much would Jim pay for the first place at the auction? Jimmy sells TVs on his website. He realizes he's taking traffic out of looking for a brand he doesn't carry, and he establishes a negative keyword for that brand. How negative keyword helps Jimmy's ad campaign John's company makes a great product and customers are happy with the purchase. Unfortunately, several lead customers visit the company's website. What are the two ways responsive search ads can help John's company reach more potential customers? (Select two.) John's Plumbing boasts excellent customer service, especially during after-hours service calls. They want to connect with people who need emergency plumbing in the middle of the night. What criteria should John's Plumbing configure to achieve this goal? Karen evaluated the optimization score of the Google Search Ads campaign after noticing that the campaign's performance was down. The score is much lower than it was a month ago. Accepts an optimization recommendation from the available list. What about his campaign's optimisation score? Karen's washing machine broke down, so she's doing a Google search to find a new one. It sees a number of Google Search Ads for washing machines in the results. Which of the following includes some of the parameters that the Google Search Ads auction uses to determine which ads Karen sees? (Select two.) Laverne created the first Google Search campaign for yoga school. Selects Google Search and Google Search partners by default. What benefit will Google Search take by appearing in partners? Leo is responsible for advertising for a large manufacturer's clothing lines. Uses the Google Ads Suggestions page to help it evaluate Search Ads campaigns. Which feature makes optimization recommendations valuable to Leo? Lisa sells kitchen furniture through her website. While its sales are stable, it worries that they are not keeping up with those of other online furniture stores. How a Google Search campaign could benefit Lisa's business Marco owns a company that builds smart home accessories. His employees recently completed special training on installing special units for garage doors. New employees he wants to take advantage of it. How can a Google Search campaign benefit its business? Maria has been should use the performance planner monthly. Why would he do that? Mario is working on a text ad that will air on the Google Search Network. Filled each component with the necessary information. Which component asked Mario to highlight unique details about his product and limit the number of characters he could use to two fields of 90 characters? Marisol manages online advertising campaigns for a chain of toy stores with both its physical and online presence. What Google Ads campaign should marisol use to show pictures of its products, advertise its company's online and local toy inventories, and increase traffic to websites and local toy stores? Marta has a tight marketing budget and for a certain cost you need to use a strategy to drive her to the website to her customers. Which bid strategy has the potential to meet Marta's needs? Marta's online store sells accessories for a widely used smartphone, and its existing customer base shares a range of related features. The Google Search campaign believes it will bring the best return on investment by narrowing its audience. Which two Google Search campaign settings can be configured to reach specific customers? (Select two.) Mary is tasked with designing an advertising campaign for her company, an online pet food store and app, and she is researching different campaign options. What types of campaigns are available in Google Ads? Mary wants to run a text ad on the Google Search Network. It is new to text ads and needs to start with the basics. What are the three components of a text ad on the Google Search Network that Mary should know about? Match each ad extension to the user's benefit to the ad experience. Match these Search Audience solutions to the benefits they can bring to your campaigns. Michael built a high-quality ad with an excellent list of keywords. He was disappointed that the ad wasn't shown as much as he'd like. What's the possible reason why your ad doesn't appear frequently? Molly wants to clear her remaining stock in preparation for ordering a new product line to sell. As a result, it is willing to increase its CPA (cost per purchase) and investment, unless it means generating more sales. His current campaign is a total investment of \$25,500, creates 1,500 conversions and has an CPA of \$17. What plan in Performance Planner will help Molly generate more sales in her marketing goal? Edit these steps in the correct order to set up an effective Customer Match strategy. (The first step must be at the top.) Peggy has a house cleaning service. It is ready to build a booking website and promote its services online. He wants his ads to actively reach people looking for businesses similar to him. Peggy said that since she considers the services of potential customers, which Google Ads campaign should they use to get them to take action by booking? Pete's the marketing manager for an electric car company. He chose recently as its Google Search campaign marketing destination. What did he expect to accomplish by choosing clues as his target? Priya is only \$500 a month to spend her campaign, but she needs to drive as many lead customers as possible to her website. What kind of automated bidding strategy might be best for Priya's campaign? Rashid wants to raise awareness of his brand and create campaigns focused on branded terms. He doesn't have much time for daily bid management, so he decides to bid automatically to ease his workload. What automated bidding strategy should Rashid consider using? Rebecca's a marketing executive at an airline. He was asked to plan the company's online advertising budget on a monthly basis. He chose Google Ads' Performance Planner to help him perform this task. What are the two advantages that Performance Planner offers Rebecca? (Select two.) Reggie manages online marketing campaigns for a vitamin and additional store. He started a Google Search campaign and chose website traffic as his campaign marketing destination. What result does Reggie expect from the campaign? Rina realizes that the average cost per click (CPC) of its ad is significantly higher than the industry benchmark. But he doesn't see improvements in the location of his ad. What can it do to get a potentially higher advertising position? Samira was assigned to increase the relevance of her company's advertising. I was told that it could use multiple title options in call ads that responded to increase the level of interest. How many titles can Samira add to a single responding search ad? Samira recently opened an online potted plant store and needs to promote it. It chose Google Ads because it offers advertisers different types of campaigns that determine where ads appear and the format in which they appear. Which type of Google campaign will help it reach its most valued audience? Sam worries that he doesn't have the skills or time to run a new and successful ad campaign on Google Search Ads. Which two Dynamic Search Ad features help Sam? (Select two.) Sandy, a search marketing expert, knows that Google Ads needs to use extensions effectively to optimize campaign results. What is Google's advice on extensions? Sarah's Autos sells multiple car brands, used in storefronts, second-hand, and new vehicles. The company's advertising manager decides to configure a wide range of matching types for the car keyword to reach a wider group of potential visitors. Which two users can create ads for the ad manager? (Select two.) Silly Sayings sees a lot of website traffic, but the company wants to create a more qualified way. To see if they can increase the number of qualified lead they receive, click They'll take care of it. How ad extensions can help companies like Silly Sayings build more qualified leads Singh's marketing company is a ads that receive many clicks. What effect will the ad have on the Google Ads auction? Siona needs to make sure its ads get a minimum number of impressions at the top of the page. What kind of automated bidding strategy does Siona use? Steven is an advertising executive at a large auto parts company. Google Search Ads uses the Google Ads Suggestions page to help it with strategies for optimizing their campaigns. Part of the reason Steven values his optimisation score is because it makes it possible for him to do what? Sweet Yin's fashion clothing store runs a popular every two-year sale on men's hats, with big discounts and surprise bonus items. He wants to adapt the Google Search campaign to highlight this sale. How can Google Search campaigns be adapted to promote your company's sales activity? (Select two.) Tara uses Search Audiences to reach its most valued customers. What direct benefit can it get using Search Audience? Theo wants to improve its Google Search Ads campaign. On the Google Ad Suggestions page, google notices that the Search campaign has an optimization score of 75%. What's that supposed to mean? Tomczak wants to use a Google Search Ads campaign to attract the attention of customers looking for camping equipment online. What is a key advantage of a well-managed Google Search Ads campaign? Trevor owns a manufacturing business that makes special hiking and rock climbing gear. He's a small player in the market, but he's ready to grow his business. What type of Google Ads campaign should Trevor use to increase his brand's exposure and reach audiences interested in web walking and rock climbing? Trina uses automated bidding as part of its Google Ad Search bidding strategy. Why choose an automatic offer? Trina sells dolls and accessories, and she don't have much time to update search campaigns with her ever-changing inventory. How Dynamic Search Ads can help Trina What two aspects of an account do you optimize by using Performance Planner monthly? (Select two.) Wendy's setting up a Customer Match strategy to get to a list of potential customers. What should it provide? Which ad extension can only be used as a fully automated ad extension? What are the two main advantages of using Search Audience solutions? (Select two.) What are two way to add value to an ad campaign for Dynamic Search Ads? (Select two.) What are the two ways Performance Planner can help uncover possibilities during all your Google Ads campaigns? (Select two.) What can Performance Planner help you with? What can performance planner recommend? What content can be used for a configured snippets extension? What does adding additional information extensions to your Google Search ads do? What helps you layer an Affinity audience with a keyword targeting campaign? What does Performance Planner do automatically? What is the main advantage of using Search Audience solutions? What is valid and what is what can performance planner provide? What's one of the reasons an advertiser is considering using Performance Planner on a monthly level? What's one way Performance Planner can help businesses increase sales? What is the least number of users a remarketing list must have before it can be used in the Remarketing List for Search Ads campaign? Which Search text ad component provides up to three fields of up to 30 characters each? Which two types of ad extensions can also be offered as automatic ad extensions? (Select two.) What is the main purpose of offering ad extensions? What is the correct description of the additional information extensions? What is an example of an effective additional payment extension? What is the maximum number of ad extensions that can be showed at any time for a specific query or device? What's the main advantage of using structured snippets extensions in your ads? When are automatic extensions, such as Merchant Ratings, shown? When creating a text ad for the Search Network, advertisers need to add three different components. They contain titles and URLs. What else should the advertiser contain? When creating an ad, how does Greg know what it's going to look like to his potential customers? When running Remarketing Lists for Search Ads, some audience lists have a higher potential to convert leads than others. Sort audience lists from highest to lowest potential. (The highest potential must be at the top.) When should you use Remarketing Lists for Search Ads? When visibility is a campaign target, which bid strategy should an advertiser choose? Which Dynamic Search Ads option allows an advertiser to group web pages under custom tags? Which one is required to make an ad available to the user? Which Search Audience solution helps you find new customers who share the behavior and characteristics of your remarketing audiences? What phrase is true about the delivery of relevant ad extensions? What user data can be loaded when creating a Customer Match strategy? (Select two.) Which type of user does the Google Ads system closely match as an Affinity audience? When managing a successful Google Ads campaign, why did you choose to bid automatically instead of bidding manually? Why automating your bid with manual bidding and boosting contributes to a successful Google Ads campaign Why use the performance goals feature after using Performance Planner? Why campaigns with different marketing goals should be divided into different Performance Planner plans Why should your business use Performance Planner? What does the advertiser provide with Dynamic Search Ads? Which Google product is included when similar Audiences have new people with similar profiles? He's working on a Remarketing List for Search Ads campaign. Which user can be added to a valid Remarketing audience list for best results? Yan wants to attract customers who search Google, especially time-B-Gone, his company's uniquely unique Product. His marketing consultant recommends using Dynamic Search Ads and knows that Yan should start with a simple approach. What's the simplest way to use Dynamic Search Ads for merchants like Yan? You can take advantage of Google Ads' automated bidding strategy to help you get the most out of your advertising budget. What are the two advantages of using automatic bidding? (Select two.) Managing marketing for a small business on a tight budget, you need to reach as many people as possible yet. How Can Google Ads help? You want to increase an ad's relevance to a specific set of keywords. The goal is to increase the ad rank of the ad so that more exposure can be achieved. What actions should increase ad relevance? You want to increase the relevance of a Google Search Ad so it makes more sense for potential customers and provides value-added information to their search. Which two actions can increase the relevance of your ad? (Select two.) You want to improve the perceived quality of an ad during an ad auction. Which aspect of the ad will it be most useful for you to work on? Your client, Vince's Veggies, would like to increase downloading their popular recipe outputs. We recommend that they create ad groups based on the cooking categories that appear on the website. What should they create in the first Google Search Ad group? (Select two.) Your company provides home care services and you want to reach more potential customers. You have a limited budget to work on. Why are Google Ads right for you? An algorithm that looks at key aspects of your accounts for your Google Search Ads optimisation score. This score helps you make suggestions on how you can optimize your Search Ads campaigns. What are the two data sources used to calculate optimization recommendations? (Select two.) What are the two data sources used to calculate optimization recommendations? (Select two.) What is the third component? You're trying to improve the perceived quality of an ad so that it performs better during an ad auction. Which change has the least positive impact on the quality of an ad? You're working on a Google Search Ad that performs as expected. Specifically, you want more users to click on the ad. What actions can increase the clickthrough rate on your ad? You've been assigned to market a new line of plumbing services, but you have a budget that can't be eroded. Why Google Ads is a suitable option When you used Remarketing Lists for Search Ads, you saw great results for your Google Search campaigns. How can you upgrade these results? You're working to improve the quality score of a Google Search ad by increasing your ECTR. Your goal is to advertise more users and ultimately to get him to visit your website. What can increase the number of clicks your ad receives? Gets? Gets?