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1. Which of the following are some steps to take when creating a Google Ad? Select all that apply.

0.75 / 1 point

- ☒ Schedule an appointment with a Google representative.
- ☐ This should not be selected
To run a Google Ad, you do not need to have an appointment with someone who works at Google. Some steps to take are to choose a campaign type, set a budget, and choose a bidding strategy.
- ☒ Choose a bidding strategy.
- ☐ Correct
The bidding strategy is designed to help you meet your specific goal. For example, your bidding might focus on conversions. You can also choose an automated bidding strategy, which uses machine learning to improve ad performance. Other Google Ad setup steps are to choose the campaign type, and set a budget.
- ☒ Set a budget.
- ☐ Correct
The budget sets the maximum amount you will spend. You can change it at any time. You will set a daily average budget that specifies how much to spend each day over the course of one month. Other Google Ad setup steps are to choose the campaign type, and choose a bidding strategy.
- ☒ Choose the campaign type.
- ☐ Correct
The campaign type determines where your ads will show and what they will look like. Campaign type options include locations such as Search, Shopping, Local, or Video. Other Google Ad setup steps are to set a budget, and choose a bidding strategy.

2. Which keyword matching type is the most flexible and may match to queries that do *not* include the keyword itself?

1 / 1 point

- ☐ Phrase match
- ☐ Narrow match
- ☒ Broad match
- ☐ Exact match
- ☐ Correct
Broad match is the most flexible matching type. Broad match may also take into account the user's recent search activities and content on the landing page.

3. What are the three main factors that determine Ad Rank? Select all that apply.

0.75 / 1 point



Bid amount



Correct

The bid is how much you are willing to pay each time a potential customer clicks on the ad. The more you are willing to pay, the higher it may show in the search engine results pages (SERPs). Other main factors are the ad and landing page quality, and ad extensions.



Ad type



This should not be selected

The ad type will not affect Ad Rank because different types of ads do not compete against each other. For example, text ads and shopping ads do not compete for the same Ad Rank. The main factors are the bid amount, ad and landing page quality, and ad extensions.



Ad and landing page quality



Correct

With each auction, Google assesses the relevance of your ads and landing page to the user's query. Google also assesses the likelihood a user will click on the ad. A low quality ad or landing page may be less relevant to the searcher. Other main factors are the bid amount, and ad extensions.



Ad extensions



Correct

Ad extensions provide additional information about a business. This information may provide a better experience for the searcher. Other main factors are the bid amount, and the ad and landing page quality.

4. Which of the following are best practices when creating a Google Search ad? Select all that apply.

0.75 / 1 point



Include at least one keyword in the headlines.



Correct

It is important to include text from keywords because that is what potential customers are thinking about before a search. If your ad connects with potential customers, they may be more likely to click on the ad. Other best practices are to avoid generic sales language, and to optimize the landing page.



Implement no more than two ad extensions.



This should not be selected

It is best practice to implement all ad extensions that make sense. The ad extensions provide additional information about the business. Other best practices are to avoid generic sales language, include at least one keyword in the headlines, and optimize the landing page.



Avoid generic sales language.



Correct

Non-specific or generic calls-to-action, such as “sign up today” or “book today” often show decreased engagement with ads. Instead of generic sales language, use specific and relatable calls-to-action. Other best practices are to include at least one keyword in the headlines, and to optimize the landing page.



Optimize the landing page.



Correct

The ad and the landing page work together to provide a great user experience. The exact keywords do not need to be on the landing page, but the relevancy should be clear right away. Other best practices are to avoid generic sales language, and to include at least one of the keywords in the headlines.