Congratulations! You passed!
Grade received 100%
Latest Submission Grade 100%
To pass 80% or higher
Go to next item

1. Where do search engine marketing (SEM) ads typically appear? 1 / 1 point

○ On email platforms

○ On social media feeds

○ On informational websites

◎ On the top and bottom of search results pages

✓ Correct

2. A business hasn't built up enough authority or reputation to receive traffic for certain search terms in the search listings. Which benefit of search engine marketing addresses this need? 1 / 1 point

○ You can learn which of your ads are driving sales

○ It helps you reach customers who are likely to buy from your company

◎ You can quickly appear in the search results pages

○ An algorithm to determine which landing page the searcher will go to

✓ Correct

3. Which of the following best describes the structured snippet extension? 1 / 1 point

○ Enables customers to find a local business and pull it up in Google Maps

○ Provides the option to call a business by clicking on its ad

◎ Displays information that highlights a specific aspect of a product or service

○ Serves additional website links that may be helpful to the searcher

✓ Correct

4. As a digital marketer, your first step in creating a Google ad is to define your campaign goal. Which question will help to determine this? 1 / 1 point

○ Where do you want the ad to appear?

◎ What do you want to achieve with the ad?

○ What is your budget?

○ What is the headline for the ad?

⊘ Correct

5. You are setting up keyword matching for "low-carb diet plan." Your ad also displays for less targeted keywords such as "carb-free foods," "low-carb diets," and "low calorie recipes."
What keyword match type is this?

⦿ Broad match
○ Narrow match
○ Similar match
○ Exact match

1 / 1 point

⊘ Correct

6. Which statement regarding Ad Rank factors is true?

⦿ The higher the bid, the higher the ad may show in the SERPs.
○ There are only two factors to consider
○ You should avoid using extensions.
○ Google does *not* factor in the landing page quality.

1 / 1 point

⊘ Correct

7. As a digital marketer, you will consider several best practices when creating effective ads. Which of the following is a Google ad best practice?

○ Add generic sales language, such as "call us today" or "sign up today"
⦿ Include at least one of the keywords in your ad group in your headline
○ Use all ad extensions, whether they are relevant or not
○ Always use the website homepage as the landing page

1 / 1 point

⊘ Correct

8. Which of the following is true of responsive display ads?

○ They typically take more time to create.

1 / 1 point

- ⦿ They have content optimized by Google Ads software.
- ○ They show on fewer websites because the audience is more focused.
- ○ They cannot include videos.

✓ Correct

9. To drive the best results, how many elements does Google recommend uploading for responsive display ads?

1 / 1 point

- ⦿ 5 headlines, 5 images, and 5 descriptions
- ○ 2 headlines, 2 images, and 2 descriptions
- ○ 5 headlines, 10 images, and 15 descriptions
- ○ 20 headlines, 20 images, and 20 descriptions

✓ Correct

10. Fill in the blank: Ad _____ are the text, videos, and images that appear alongside Google search results.

1 / 1 point

- ○ budgets
- ⦿ formats
- ○ keywords
- ○ bids

✓ Correct