

PPC specialist

 Test duration: 45 minutes

 Difficulty level: Moderate



1. When setting up a PPC campaign, what is the most crucial first step?

- A) Writing the ad copy
- B) Selecting the bidding strategy
- C) Defining clear campaign goals and objectives
- D) Choosing the ad extensions to use

Correct answer: C) Defining clear campaign goals and objectives

2. Which of the following best describes the concept of "Quality Score" in Google Ads?

- A) The number of clicks your ad receives
- B) A metric that measures the relevance of your ads, keywords, and landing pages to the user's search query
- C) The cost per click (CPC) of your keywords
- D) The total amount spent on an ad campaign

Correct answer: B) A metric that measures the relevance of your ads, keywords, and landing pages to the user's search query

3. How would you decide on the most effective keywords for a PPC campaign?

- A) Choosing keywords with the highest search volume regardless of competition
- B) Selecting keywords that balance relevance, competition, and cost-effectiveness, while aligning with campaign goals
- C) Using only broad match keywords to capture all possible variations
- D) Focusing on single-word keywords for simplicity

Correct answer: B) Selecting keywords that balance relevance, competition, and cost-effectiveness, while aligning with campaign goals

4. What is the role of negative keywords in a PPC campaign?

- A) To increase the cost of your campaign
- B) To prevent your ads from being shown for irrelevant searches, thereby improving ROI
- C) To lower your ad ranking
- D) To generate more impressions

Correct answer: B) To prevent your ads from being shown for irrelevant searches, thereby improving ROI

5. Which bidding strategy would be most appropriate for a campaign focused on maximizing conversions within a set budget?

- A) Maximize Clicks
- B) Target CPA (Cost Per Acquisition)
- C) Manual CPC (Cost Per Click)
- D) Target Impression Share

Correct answer: B) Target CPA (Cost Per Acquisition)

6. When analyzing the performance of an ad campaign, which metric would provide the most insight into ad relevance and effectiveness?

- A) Click-through rate (CTR)
- B) Number of impressions
- C) Bounce rate
- D) Average session duration

Correct answer: A) Click-through rate (CTR)

7. How can A/B testing be used effectively in a PPC campaign?

- A) By testing different ad copy, landing pages, or bidding strategies to determine which variation leads to better performance
- B) By alternating between high and low budgets to see which performs better
- C) By testing the same ad on different platforms
- D) By comparing the performance of PPC against SEO

Correct answer: A) By testing different ad copy, landing pages, or bidding strategies to determine which variation leads to better performance

8. Which of the following is a common mistake that can lead to overspending in a PPC campaign?

- A) Setting a daily budget cap
- B) Using broad match keywords without proper negative keywords
- C) Using specific long-tail keywords
- D) Regularly adjusting bids based on performance

Correct answer: B) Using broad match keywords without proper negative keywords

9. How would you optimize a PPC campaign that is generating clicks but not conversions?

- A) Increase the budget to drive more clicks
- B) Evaluate and optimize the landing page, refine keyword targeting, and ensure ad copy aligns with the landing page content
- C) Lower the bids to reduce cost
- D) Pause the campaign and restart it after a few days

Correct answer: B) Evaluate and optimize the landing page, refine keyword targeting, and ensure ad copy aligns with the landing page content

10. Which report in Google Ads would you use to assess the performance of your ads across different devices?

- A) Search Terms Report
- B) Auction Insights Report
- C) Devices Report
- D) Ad Extensions Report

Correct answer: C) Devices Report