

**Practice Questions and Answers** to help you prepare for the **Google Ads Search Certification** exam—complete with clear explanations and structured for easy studying.

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## Sample Questions & Answers

### Set 1: From a Practice Exam

- 1. What is the primary benefit of using Google Ads?**
    - **Answer:** C. Reaches potential customers at the exact moment they're searching
    - **Explanation:** Google Ads connects ads to user intent in real time. [Online Exam Practice Tests](#)
  - 2. Which Google Ads campaign type is most suitable for brand awareness?**
    - **Answer:** B. Display Campaign
    - **Explanation:** Display ads are visually engaging and serve well for brand awareness. [Online Exam Practice Tests](#)
  - 3. What does not directly affect your Ad Rank?**
    - **Answer:** D. Number of ads in your ad group
    - **Explanation:** Ad Rank depends on bid, quality, and extensions—not ad count. [Online Exam Practice Tests](#)
  - 4. What's a good use case for Responsive Search Ads?**
    - **Answer:** B. To test multiple headline and description combinations
    - **Explanation:** RSAs enable dynamic testing via multiple assets. [Online Exam Practice Tests](#)
  - 5. Which metric helps determine ad relevancy to users?**
    - **Answer:** B. Quality Score
    - **Explanation:** Quality Score reflects CTR, ad relevance, and landing page experience. [Online Exam Practice Tests](#)
  - 6. What is the default keyword match type in Google Ads?**
    - **Answer:** C. Broad Match
    - **Explanation:** Broad Match is used by default unless specified otherwise. [Online Exam Practice Tests](#)
  - 7. Best bidding strategy to maximize website visits?**
    - **Answer:** B. Maximize Clicks
    - **Explanation:** This automated strategy aims to generate the most clicks within your budget. [Online Exam Practice Tests](#)
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## Set 2: From a Practice Test

8. **What does the Search Terms Report help identify?**
    - **Answer:** A. Actual user queries that triggered your ads
    - **Explanation:** Useful for refining keywords and negative lists. [Study Lance](#)
  9. **What is a shared budget in Google Ads?**
    - **Answer:** A. A single budget used across multiple campaigns
    - **Explanation:** Enables flexible allocation to campaigns. [Study Lance](#)
  10. **How does Smart Bidding improve performance?**
    - **Answer:** A. Uses machine learning to optimize bids in real-time
    - **Explanation:** Smart Bidding leverages real-time signals for better results. [Study Lance](#)
  11. **Difference between exact match and phrase match keywords?**
    - **Answer:** A. Exact = precise queries, Phrase = contains the phrase
    - **Explanation:** Exact is more restrictive than phrase match. [Study Lance](#)
  12. **Which extension allows clickable phone numbers?**
    - **Answer:** A. Call Extensions
    - **Explanation:** Adds phone numbers for direct dialing. [Study Lance](#)
  13. **Maximum character limit for headlines in Search ads?**
    - **Answer:** A. 30 characters per headline
    - **Explanation:** The limit applies to each headline field. [Study Lance](#)
  14. **What is Quality Score?**
    - **Answer:** A. Estimate of ad and keyword quality and relevance
    - **Explanation:** Influences cost, rank, and ad visibility. [Study Lance](#)
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## Set 3: Thematic Questions & Best Practices

15. **Which factors impact auction-time ad quality?**
  - **Answer:** Ad landing page experience, Ad relevance, Expected click-through rate
  - **Explanation:** These are core inputs for ad quality. [CertificationAnswers](#)
16. **What are two types of value-based Smart Bidding?**
  - **Answer:** Maximize conversion value, Maximize conversion value with target ROAS
  - **Explanation:** Both prioritize conversion value using ML. [CertificationAnswers](#)
17. **How do broad match, Smart Bidding & RSAs combine advantageously?**
  - **Answer:** They help reach the right user at the right price with relevant ads and save time
  - **Explanation:** This trio supports relevance and efficiency. [CertificationAnswers](#)
18. **Benefits of using RSAs?**
  - **Answer:** Provide more relevance and greater flexibility
  - **Explanation:** They adapt ad variations dynamically. [CertificationAnswers](#)
19. **Definition of Quality Score?**
  - **Answer:** Estimate of quality across ads, keywords, and landing pages
  - **Explanation:** Core measure driving auction efficiency. [CertificationAnswers](#)

**20. How does value-based bidding work?**

- **Answer:** ML-driven strategy to drive highest conversion value per objectives
  - **Explanation:** It aligns spend with business outcomes. [CertificationAnswers](#)
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**Set 4: Smart Bidding, RSAs & Ad Fundamentals (Up-to-Date Style)**

**21. Which Smart Bidding strategy gets the most conversions within a target CPA?**

- **Answer:** Target CPA (tCPA)
- **Explanation:** Tailors bids to meet cost-per-acquisition goals. [LinkedIn](#)

**22. How many headlines and descriptions in RSAs?**

- **Answer:** Up to 15 headlines and 4 descriptions
- **Explanation:** Offers maximum flexibility and testing power. [LinkedIn](#)

**23. What component of Quality Score predicts click behavior?**

- **Answer:** Expected CTR
- **Explanation:** This forecasts the likelihood of a click. [LinkedIn](#)

**24. What determines Ad Rank?**

- **Answer:** Bid, Quality Score, and expected impact of ad extensions
- **Explanation:** These elements determine ad position. [LinkedIn](#)

**25. What does Performance Planner do?**

- **Answer:** Forecasts campaign performance and optimizes budgets
- **Explanation:** Helps simulate and plan performance ahead. [LinkedIn](#)

**26. Why is conversion tracking important for Smart Bidding?**

- **Answer:** Smart Bidding requires conversion data to optimize performance
- **Explanation:** Without it, Smart Bidding lacks feedback.