

PPC Practice Test Questions and Answers

1. SERP is an abbreviation that means:

- A) Search Engine Responsibility Policies
- B) Search Engine Ranks and Positions
- C) Search Engine Result Pages
- D) Still Everything's Ranking Poorly

2. What is a PPC budget pacing strategy?

- A) Increasing bids at the end of each month to spend remaining budget
- B) Controlling the rate at which ad spend is distributed throughout a day or campaign period
- C) Allocating budget based on competitor ad volume
- D) Setting a fixed CPC that does not exceed the daily budget

3. What is a bid modifier in Google Ads?

- A) A percentage adjustment applied to base bids for specific conditions like device, location, or time
- B) A fixed dollar amount added to every keyword bid in a campaign
- C) An automated rule that pauses bids when CPC exceeds a threshold
- D) A Quality Score multiplier applied to all bids in an ad group

4. What is a shared budget in Google Ads?

- A) A budget split equally between ad groups
- B) A single budget allocated across multiple campaigns
- C) A budget tied to a specific ad format
- D) A co-managed budget between two accounts

Answers: 1-C 2-B 3-A 4-B

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