

Google Ads Search Certification Practice Exam (Sample)

Study Guide



Everything you need from our exam experts!

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

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- 1. Which of the following is a conversion source for tracking completed actions on mobile apps?**
 - A. Websites**
 - B. Apps**
 - C. Phones**
 - D. Imports**

- 2. If an ad is Approved (limited), what does that status indicate?**
 - A. It runs in all countries**
 - B. It runs in certain countries and is restricted elsewhere**
 - C. It is disapproved**
 - D. It is paused**

- 3. Which of the following best describes the factors that contribute to Ad Rank?**
 - A. Your budget and daily spend**
 - B. Your bid, expected CTR, landing page experience, and ad relevance**
 - C. The impact of ad formats alone**
 - D. How many keywords you target**

- 4. How do device bid adjustments affect campaign performance?**
 - A. You can bid higher or lower by device (mobile, desktop, tablet) to reflect performance differences and user behavior.**
 - B. They cannot be used for devices.**
 - C. They only apply to desktop devices.**
 - D. They automatically set bids for all devices.**

- 5. Which action is recommended to optimize for conversions by improving message relevance?**
 - A. Remove ad extensions**
 - B. Test different calls-to-action to see what drives sales**
 - C. Decrease bids**
 - D. Shorten landing page content**

- 6. What is the purpose of Ad Schedule and how can it be used to optimize performance?**
- A. Schedule ads to run during peak performing times; adjust bids by time of day.**
 - B. Increase budgets quarterly**
 - C. Randomize ads across days**
 - D. Pause campaigns during weekends**
- 7. What is the purpose of text ad extensions?**
- A. To hide the tel number**
 - B. To replace the main headline**
 - C. To show only logos**
 - D. To provide a distinguishable identifier and supportive information like phone numbers**
- 8. In most auctions, Quality Score influences Ad Rank but is not the sole determinant. What is true about its weighting?**
- A. The exact weighting is published by Google**
 - B. The exact weighting is not published by Google; Quality Score is a factor in Ad Rank for most auctions but not the sole determinant.**
 - C. They are used to set bids directly**
 - D. They are not used in modern auctions**
- 9. What is the primary purpose of conversion tracking in Google Ads?**
- A. Measures outcomes and informs optimization.**
 - B. Tracks ad position and CPC.**
 - C. Counts impressions and click-through rates.**
 - D. Manages bidding rules and budgets.**
- 10. What are Negative Keywords?**
- A. Match Types**
 - B. Sitelink Extensions**
 - C. Keywords**
 - D. Negative Keywords**

Answers

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1. B
2. B
3. B
4. B
5. B
6. A
7. D
8. B
9. A
10. D

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Explanations

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1. Which of the following is a conversion source for tracking completed actions on mobile apps?

- A. Websites
- B. Apps**
- C. Phones
- D. Imports

Tracking completed actions inside a mobile app uses the App conversion source. In Google Ads, actions that happen within the app are captured as in-app conversions through Firebase/GA4 events linked to Ads. You implement the app's analytics integration (or the Google Ads/Firebase SDK), record events like purchases or level completions, and designate those events as conversions. This lets Google Ads attribute ad interactions to in-app outcomes and optimize accordingly. Web-site actions are tracked as website conversions, phone-call actions as call conversions, and imports are for bringing in conversions from external data sources; none of those track in-app actions directly.

2. If an ad is Approved (limited), what does that status indicate?

- A. It runs in all countries
- B. It runs in certain countries and is restricted elsewhere**
- C. It is disapproved
- D. It is paused

Approved (limited) means the ad has passed review but can only serve in certain countries. Delivery is restricted to the regions where the policy and targeting allow it, so it won't run in all countries. It isn't disapproved, since it's approved to run, and it isn't paused; it's active where allowed but restricted elsewhere.

3. Which of the following best describes the factors that contribute to Ad Rank?

- A. Your budget and daily spend
- B. Your bid, expected CTR, landing page experience, and ad relevance**
- C. The impact of ad formats alone
- D. How many keywords you target

Ad Rank comes from a blend of how much you bid and quality signals that gauge how useful your ad will be to users. The essential factors are your bid, the expected click-through rate of your ad, how relevant your ad is to the user's query, and the landing page experience you provide. These elements work together to predict the value of showing your ad, which is why they determine your position in the auction. Budget and daily spend don't set your rank on their own, since you could spend a lot but have weak quality signals, or spend less yet have strong relevance and CTR. Likewise, simply targeting more keywords doesn't directly boost Ad Rank if the ad quality and landing page experience aren't strong.

4. How do device bid adjustments affect campaign performance?

- A. You can bid higher or lower by device (mobile, desktop, tablet) to reflect performance differences and user behavior.**
- B. They cannot be used for devices.**
- C. They only apply to desktop devices.**
- D. They automatically set bids for all devices.**

Device bid adjustments let you tailor how much you bid for clicks on each device type—mobile, desktop, and tablet—based on how well each device performs and how users behave on them. If mobile tends to drive more conversions or lower CPA, you can raise your mobile bid to win more mobile auctions; if tablet underperforms, you can lower its bid to control cost. This tuning directly affects the CPC you're willing to pay for clicks on each device and helps improve overall campaign performance by aligning spend with device-specific value. They apply to individual devices, aren't limited to desktop, aren't automatic across all devices, and aren't a single bid for every device.

5. Which action is recommended to optimize for conversions by improving message relevance?

- A. Remove ad extensions**
- B. Test different calls-to-action to see what drives sales**
- C. Decrease bids**
- D. Shorten landing page content**

To optimize for conversions, the message shown to users should clearly align with what you want them to do and guide them toward taking that action. Testing different calls-to-action provides direct evidence about which phrasing motivates people to convert, so you can refine the ad copy to match what actually drives sales. By experimenting with variants like "Shop now," "Get a quote," or "Free trial," you discover which wording resonates with your audience and leads to higher conversion rates, especially when the landing experience reinforces the same action. This data-driven approach improves message relevance because the ad communicates the specific action users are most likely to take, helping the funnel convert more effectively. In contrast, removing ad extensions reduces trust signals, lowering relevance and CTR; lowering bids reduces traffic and may not improve conversions; shortening landing page content can hurt clarity if essential details are removed.

6. What is the purpose of Ad Schedule and how can it be used to optimize performance?

A. Schedule ads to run during peak performing times; adjust bids by time of day.

B. Increase budgets quarterly

C. Randomize ads across days

D. Pause campaigns during weekends

Ad Schedule lets you control when your ads run and how much you bid at different times. The idea is to align your spend with when your audience is most responsive, by day and by hour, so you can optimize performance and efficiency. You analyze historical data to identify peak periods, then set schedules to run ads during those times and apply bid modifiers to raise bids during high-performing hours or lower them during weaker ones. This concentrates budget where it's most effective and can improve metrics like conversions and cost per acquisition. For example, if evenings drive more sales, you'd schedule ads for those hours and possibly increase bids then while reducing spend during off hours. The other options miss this time-based optimization: simply increasing budgets quarterly is a broad budgeting move, randomizing ads across days reduces control, and pausing on weekends is a narrow action that doesn't capture the strategic scheduling and bidding adjustments Ad Schedule enables.

7. What is the purpose of text ad extensions?

A. To hide the tel number

B. To replace the main headline

C. To show only logos

D. To provide a distinguishable identifier and supportive information like phone numbers

Text ad extensions add extra, actionable information to an ad so users can identify the business and take a next step right away. They appear alongside the main ad and can show things like a phone number (via call extensions), location, or links to specific pages (sitelinks), plus other quick value notes. This makes the ad more distinguishable and useful, which is why the option describing providing a distinguishable identifier and supportive information like phone numbers is the best fit. Extensions aren't about hiding contact details, replacing the main headline, or just showing logos; they're about enriching the ad with additional, relevant details that help users engage.

- 8. In most auctions, Quality Score influences Ad Rank but is not the sole determinant. What is true about its weighting?**
- A. The exact weighting is published by Google**
 - B. The exact weighting is not published by Google; Quality Score is a factor in Ad Rank for most auctions but not the sole determinant.**
 - C. They are used to set bids directly**
 - D. They are not used in modern auctions**

The important idea here is that Google does not reveal the exact influence of Quality Score on Ad Rank. In practice, Quality Score is one of several signals that determine where an ad ranks, and its weight can vary by auction and context. Google has stated that Ad Rank is influenced by the bid and Quality Score, along with the expected impact of ad extensions and other formats, but the precise numeric weighting behind those signals is not published. That's why this option is the best: it correctly notes that the exact weighting isn't made public, while also acknowledging that Quality Score matters in most auctions but isn't the sole factor shaping Ad Rank. In other words, a higher Quality Score can lift your position, but you can't rely on a fixed percentage or weight—the overall rank comes from multiple components working together. To improve outcomes, focus on quality signals that drive Quality Score—relevance, expected CTR, and landing page experience—and use helpful ad extensions to boost overall Ad Rank.

- 9. What is the primary purpose of conversion tracking in Google Ads?**
- A. Measures outcomes and informs optimization.**
 - B. Tracks ad position and CPC.**
 - C. Counts impressions and click-through rates.**
 - D. Manages bidding rules and budgets.**

Conversion tracking measures the outcomes of your Google Ads efforts and uses that information to improve performance. It records when a user takes a valuable action after clicking an ad—like making a purchase, submitting a lead form, or calling your business—and ties that action back to the specific ad, keyword, or campaign that drove it. This data lets you see which clicks actually create value, compute metrics such as cost per conversion and return on ad spend, and make informed adjustments to bids, budgets, and targeting to optimize results. Without this tracking, you'd only see clicks and impressions, not which interactions matter to your business. Other options describe metrics or tasks that aren't about measuring business outcomes for optimization: ad position and CPC focus on where ads appear and cost per click; impressions and CTR are engagement metrics; and bidding rules and budgets pertain to campaign management rather than measuring and optimizing conversions.

10. What are Negative Keywords?

- A. Match Types
- B. Sitelink Extensions
- C. Keywords
- D. Negative Keywords**

Negative keywords are terms you add to your Google Ads account to tell the system not to show your ads for searches that include those terms. They help keep your ads relevant and prevent spending on clicks from users unlikely to convert. You can apply them at the campaign or ad group level, or use shared negative keyword lists to apply them across multiple campaigns. For example, if you sell new laptops but don't offer parts, you might add "parts" as a negative keyword so searches like "laptop parts" don't trigger your ads. Negative keywords are a separate control from positive keywords and from sitelink extensions, and they work by excluding queries that contain the specified terms.

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Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://googleadssearch.examzify.com>

We wish you the very best on your exam journey. You've got this!

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