

GOOGLE ADS SEARCH CERTIFICATION PRACTICE EXAM (SAMPLE)

STUDY GUIDE



**SAMPLE STUDY GUIDE
WITH LIMITED QUESTIONS**

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THE FULL VERSION STUDY GUIDE**

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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. What are the three main elements on a Google search results page?**
 - A. Shopping Ads, Text Ads, Organic Results
 - B. Shopping Ads, Text Ads, Local Pack
 - C. Text Ads, Organic Results, Video Ads
 - D. Shopping Ads, Video Ads, Organic Results
- 2. Which factors are influential in making your ads seen?**
 - A. Bid only
 - B. Bid; Expected CTR; Landing Page; Ad Relevancy; Ad Formats
 - C. Daily budget only
 - D. Landing Page only
- 3. What is a recommended action when optimizing for clicks?**
 - A. Perhaps a keyword review is in order
 - B. Consider your bidding and budgeting targets to expand your reach to a broader audience
 - C. Add negative keywords
 - D. Pause campaigns
- 4. What is the difference between Expanded Text Ads and Responsive Search Ads?**
 - A. RSA tests multiple headlines and descriptions; ETA had fixed headlines and descriptions.
 - B. RSA had fixed headlines and descriptions; ETA tests multiple headlines.
 - C. ETA and RSA are identical.
 - D. RSA uses only the first headline.
- 5. Which match type is defined as showing ads based on exact keywords and close variations?**
 - A. Broad Match
 - B. Phrase Match
 - C. Negative Match
 - D. Exact Match

6. Which of the following is NOT listed as a top reason for ad disapproval?

- A. Typos
- B. Emojis and emoticons
- C. Running ads without a landing page
- D. Don't include 'Click here' in your ad

7. What is Auction Insights and what metrics does it provide?

- A. A tool for adjusting bids.
- B. An analytics dashboard for daily spend.
- C. A report comparing your performance with competitors; metrics include impression share, overlap rate, position above/below, outranking share.
- D. A dashboard for creative testing.

8. Which of the following is a bid adjustment option mentioned for Google Ads campaigns?

- A. Location bid adjustments
- B. Ad scheduling bid adjustments
- C. Audience bid adjustments
- D. All of the above

9. 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

10. Which extension highlights sales and promotions across your ads?

- A. Promotion Extensions
- B. Message Extensions
- C. Call Extensions
- D. Structured Snippets

Answers

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

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Explanations

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1. What are the three main elements on a Google search results page?

- A. Shopping Ads, Text Ads, Organic Results**
- B. Shopping Ads, Text Ads, Local Pack
- C. Text Ads, Organic Results, Video Ads
- D. Shopping Ads, Video Ads, Organic Results

On a Google search results page, you'll see three main types of results: Shopping Ads, Text Ads, and Organic Results. Shopping Ads are product-focused listings, Text Ads are the paid sponsored results labeled Ad, and Organic Results are the unpaid listings Google ranks by relevance. Local Pack can appear for local queries, but it isn't a universal main section, and Video Ads aren't part of the standard trio on a typical SERP.

2. Which factors are influential in making your ads seen?

- A. Bid only
- B. Bid; Expected CTR; Landing Page; Ad Relevancy; Ad Formats**
- C. Daily budget only
- D. Landing Page only

Ad visibility comes from Ad Rank, which blends what you bid with important quality signals Google uses to judge usefulness for the user. The bid sets how much you're willing to pay per click, but you also need strong quality signals: expected CTR (how likely users are to click your ad when shown), landing page experience (whether the page is relevant and helpful), and ad relevance (how closely your ad matches the search query). Additionally, ad formats and extensions can boost your ad's prominence and the overall quality signal. When these factors are strong along with a competitive bid, your ads are more likely to be shown and appear in better positions. Daily budget affects how often you can serve ads over time, but it doesn't directly determine the chance of winning a single auction; it mainly limits impressions rather than quality.

3. What is a recommended action when optimizing for clicks?

- A. Perhaps a keyword review is in order**
- B. Consider your bidding and budgeting targets to expand your reach to a broader audience
- C. Add negative keywords
- D. Pause campaigns

When optimizing for clicks, the first move is to review your keywords. A keyword review helps you spot terms that aren't relevant, drive costly but low quality clicks, or have poor alignment with your ads and landing pages. By pruning underperforming keywords, adjusting match types, and refining your list, you can improve relevance and entice more people to click, all while keeping costs under control. Expanding reach by bidding targets can increase impressions, but it isn't about improving clickability or efficiency. Adding negative keywords helps reduce wasted clicks, but on its own it doesn't boost the number of clicks. Pausing campaigns stops traffic entirely, which defeats the goal of optimizing for clicks.

4. What is the difference between Expanded Text Ads and Responsive Search Ads?

- A. RSA tests multiple headlines and descriptions; ETA had fixed headlines and descriptions.
- B. RSA had fixed headlines and descriptions; ETA tests multiple headlines.
- C. ETA and RSA are identical.**
- D. RSA uses only the first headline.

The key idea here is how each ad format handles copy testing and presentation. Expanded Text Ads use a fixed set of headlines and descriptions that you write and that appear exactly as written. You provide the copy once, and Google serves that static version. Responsive Search Ads, by contrast, let you supply a larger pool of headlines and descriptions. Google then tests different combinations of these assets and serves the combinations that perform best for the user's query, device, and context. This means RSA automates optimization across multiple variations, while ETA is fixed and manual. So the best summary is: RSA tests multiple headlines and descriptions and serves optimized combinations, whereas ETA uses fixed headlines and descriptions.

5. Which match type is defined as showing ads based on exact keywords and close variations?

- A. Broad Match
- B. Phrase Match
- C. Negative Match
- D. Exact Match**

Exact Match focuses on showing ads for the exact keyword you bid on and only close variations of that exact term. It's the most precise match type, so your ads appear when someone searches for the exact keyword or very close variants, such as misspellings or minor wording changes that convey the same intent. This keeps your ads highly relevant and usually reduces wasted spend. Broad match would cast a wide net and show for many related queries, phrase match would include the exact phrase with additional words around it, and negative match is used to exclude terms.

6. Which of the following is NOT listed as a top reason for ad disapproval?

- A. Typos
- B. Emojis and emoticons
- C. Running ads without a landing page**
- D. Don't include 'Click here' in your ad

Disapproval mostly comes from issues in how the ad communicates and adheres to policy, not from whether a landing page exists. Typos undermine clarity and credibility, so they're a common reason ads get disapproved. Emojis and emoticons can appear unprofessional or reduce readability, making them another frequent disapproval factor. Pushing the ad with a vague or weak CTA like "Click here" is discouraged because it doesn't provide a clear, useful instruction to users. While having a landing page is important for user experience and policy compliance, not having a landing page isn't typically listed as a top disapproval reason. If the destination URL is broken or violates policies, that would trigger other issues, but simply lacking a landing page isn't treated the same way as the top ad-copy problems.

7. What is Auction Insights and what metrics does it provide?

- A. A tool for adjusting bids.
- B. An analytics dashboard for daily spend.
- C. A report comparing your performance with competitors; metrics include impression share, overlap rate, position above/below, outranking share.**
- D. A dashboard for creative testing.

Auction Insights is a reporting feature that shows how your ads compete in the same auctions as other advertisers. It helps you understand how often you win impressions relative to competitors and how you stack up in those auctions. The key metrics you'll see are impression share (the percentage of eligible auctions where your ads were shown), overlap rate (how often another advertiser's ad appears in the same auctions as yours), position above rate (how often that competitor's ad ranked higher than yours), and outranking share (the share of auctions where your ad outranked the competitor's). This guidance helps you gauge competitiveness and informs bidding or budget decisions. This isn't a tool for adjusting bids directly, nor a dashboard for daily spend analytics, nor a place to test creative.

8. Which of the following is a bid adjustment option mentioned for Google Ads campaigns?

- A. Location bid adjustments
- B. Ad scheduling bid adjustments
- C. Audience bid adjustments
- D. All of the above**

Bid adjustments let you tailor bids based on where, when, and who you're targeting. Location bid adjustments let you bid more or less for users in specific geographic areas. Ad scheduling bid adjustments let you change bids for particular times of day or days of the week. Audience bid adjustments let you adjust bids based on audience signals like remarketing lists or in-market segments. Since each of these exists as a bid adjustment option in Google Ads campaigns, the best choice is that all of the above apply.

9. 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.

10. Which extension highlights sales and promotions across your ads?

A. Promotion Extensions

B. Message Extensions

C. Call Extensions

D. Structured Snippets

Promotion Extensions are designed to showcase sales and promotions across your ads. They let you add details like discount offers, promo codes, and start/end dates, so shoppers see the sale message wherever your ads appear. This extension is specifically built to highlight time bound deals and promotional offers, helping to draw attention and boost click-through when a sale is active. Other extensions serve different purposes—messaging enables conversation, call extensions add a phone number, and structured snippets display product or service categories—so they don't focus on promoting sales in the same direct way.

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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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