

PPC Practice Test Questions and Answers

1. What does PPC stand for in digital marketing?

- A) Pay-Per-Click
- B) Public Private Communication
- C) Personal Computer Protocol
- D) Primary Processing Center

2. Which platform is the largest provider of PPC advertising?

- A) Google Ads
- B) Print newspapers
- C) Radio stations
- D) Television networks

3. What is Quality Score in PPC advertising?

- A) A metric that measures the relevance and quality of ads and keywords
- B) The number of employees in a company
- C) The physical location of the advertiser
- D) The age of the advertising account

4. What is the primary benefit of using negative keywords in PPC campaigns?

- A) To prevent ads from showing for irrelevant search terms
- B) To increase the cost per click
- C) To show ads to competitors
- D) To reduce ad visibility completely

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

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