**Directions**: Please complete this Screening Test to the best of your ability. You can use any resources you’d like, however we discourage you from copying answers directly from online sources. Many of the questions are open-ended, so please keep this in mind.

1. A client’s ecommerce website has an average order value of $100. The client’s net margins are 40% (ie. 40% of revenue generated from Adwords is profit). How might you create an automated rule to pause non-performing keywords?
2. Through looking at Google Analytics you’ve discovered that users who visit the Contact page on your client’s website convert at 10% while the average conversion rate for the website is 2%. How might you use Google Adwords to market to this specific user group?
3. You’ve started working with a client who sells jackets which range in price from $50 to $500. This client has a net profit margin of 25% (25% of revenue generated through Adwords is profit). Your co-worker has suggested you use Target CPA as your bidding method for all campaigns. What is a potential pitfall of using the Target CPA bidding method in this case?
4. In Google Analytics you’ve noticed that last month the Adwords revenue generated from your client’s account is $1,500 using the Last Non Direct Click attribution method and $12,000 using the Last Adwords Click attribution method. What are some potential reasons for this discrepancy?
5. You’ve recently started an Adwords campaign for your client who sells socks. The majority of her clients sign up for a monthly subscription package on her website where they receive one pair of new socks every 2 months. This client must make $4 for every $1 spent through Adwords to break even (a 25% net margin). During the last month the campaign ran it made $2.50 for every $1 spent, and the client is upset. What would you tell her?
6. You determine that your client’s return on ad spend (ad revenue / ad cost) through Adwords is 9.0 for users who click on an ad from a Desktop device and only 0.7 for users who click on an ad from a mobile device. Based on this, you add a Mobile Bid Adjustment of -95%. In the following months you notice a sharp decrease in the Desktop return on ad spend. What are some possible reasons for this?
7. You want to run a Shopping campaign for an ecommerce website that sells printers. This client has a total of 5,000 products which range in price from $300 to $11,000. He only wants to spend $5/day on this Shopping campaign and run it for 1 month to see if it’s profitable with his 30% net margins. What are some potential issues you could run into?
8. In Google Search Console you’ve noticed that a popular search term for your client has 1,000 impressions, but has only generated 5 clicks (CTR=0.5%) over the last 28 days. However, the client’s website has position = 2 for this term. What are some possible reasons for the low CTR in spite of the high position?
9. A potential client who sells patio chairs comes to you and is very frustrated. He has spent a month adding the keyword “vancouver patio chairs” to all of this meta titles and meta descriptions, yet Google Search Console shows his website as ranking in the 100th position for this keyword. What would you tell this client?