Expert Session Quiz
Expert: John Gagnon

**Title:** Core Concepts of Paid Search Marketing

1. Name two elements on a search page.

2. Describe the difference between a sponsored result and an organic result.

3. What percentage of search engine users don’t go to the next page of search results?
   A. 70%
   B. 75%
   C. 80%
   D. 85%

4. How do you determine how much you are willing to pay per click.
   A. See how much your competition is paying
   B. It doesn’t matter
   C. Cost per click x conversion rate
   D. Margin per sale x conversion rate

5. What are the ideal ad positions for a sponsored ad?
   A. 1,2 and 3
   B. Anywhere on the side of the serp
   C. Anywhere on the serp, it doesn’t make a difference
   D. 1 through 5

6. What is the order of the 4 steps in the searchers flow.
   A. Search page – search box – convert- landing page
   B. Search box – search page- convert – landing page
   C. Search box – search page – landing page – convert
   D. Convert – search page – landing page – search box

7. What are the two key building blocks for search marketing campaign?
   A. Keywords and bidding
   B. Keywords and ad copy
   C. Bidding and ad copy
   D. Ad copy and quality score

8. Fill in the blank. Test and ______

9. What were the three main topics covered in the video?
10. If you could ask the presenter a question, what would you ask him?