



Expert Session Quiz

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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?