

## EXPERT SESSION QUIZ

Title: **Google Ads: Writing Ad Copy for Clicks vs. Conversions**

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1. What is the first step in writing ad copy for clicks or conversions?
  - a. Just start writing
  - b. Set goals
  - c. Conduct research
  - d. Research historical ad copy
  
2. Ad copy that drives clicks is best for accomplishing all of the following except \_\_\_\_\_.
  - a. producing higher volume at the top of the funnel
  - b. Driving eyes to your site
  - c. Lowering overall cost
  - d. Driving higher expected CTR
  
3. True or False: Ad copy that drives conversions is NOT great for driving high ROAS.
  - a. True
  - b. False
  
4. True or False: When writing ad copy, you should give the search engine differentiated copy to choose from.
  - c. True
  - d. False
  
5. All of the following are ad copy best practices except \_\_\_\_\_.
  - a. Using a portfolio strategy
  - b. Generalizing terms and phrases
  - c. Utilizing brand voice where possible
  - d. Creating multiple ad formats
  
6. Which of the following is NOT a best practice for writing ad copy that drives clicks?
  - a. Driving urgency
  - b. Using hard language such as "Buy now!" or "Don't wait!"
  - c. Providing special offers
  - d. Using language that communicates low pricing

7. When writing ad copy to drive conversions, which of the following is related to educating your customer?
  - a. Encouraging a conversion
  - b. Focusing on the benefits of the product or service
  - c. Offering realistic pricing
  - d. Using a transactional landing page
  
8. Always use ad copy best practices to drive up quality score and minimize \_\_\_\_\_.
  - a. ROAS
  - b. CPC
  - c. ROI
  - d. CPM
  
9. True or False: When aiming for high click volume, you should use flashy messaging and low price points to drive urgency.
  - a. True
  - b. False
  
10. True or False: In terms of writing ad copy, the benefits of driving clicks are the same as the benefits of driving conversions.
  - a. True
  - b. False