



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

Jeff runs a dry cleaning business in his city. He'd like to use customized location targeting for his business, so he's hired you to help him create an ad with customized location targeting. You tell Jeff that he has three choices, when it comes to customized location targeting in Google AdWords. Which of the following is not a valid choice for the customized location targeting?

- A. Entering a physical address
- B. Selecting a point on the map
- C. Using a multi-point targeting approach
- D. Using a triangulation approach based on a phone number

Correct Answer: D

QUESTION 2

Martha has created two ads through Google AdWords. Both ads show that they are eligible, but one ad has the message 'Bid is below the first page bid estimate' and a value for the bid. Which one of the following is an improvement Martha should try, to optimize her ads?

- A. Increase the ad's cost per impression bid
- B. Increase the ad's cost per click bid
- C. Change her ad to an image ad
- D. Change the destination URL of her ad

Correct Answer: B

QUESTION 3

Which of the following is a tool for targeting ads to specific groups of customers visiting certain sites in the Google Display Network?

- A. Position preference
- B. Demographic bidding
- C. Google trends
- D. Ad scheduling

Correct Answer: B

QUESTION 4



AdWords Editor is account management software. Which of the following are the benefits of using AdWords Editor?

Each correct answer represents a complete solution. Choose all that apply.

- A. You can store and navigate one or more accounts.
- B. You upload changes to AdWords at any time.
- C. You can perform advanced searches and edits.
- D. You can work offline on your Mac or PC.

Correct Answer: ABCD

QUESTION 5

Jeff has created an ad for his company. After a few days of the ad's eligibility, Jeff notices the message 'Low Quality Score' in the Status column of the keywords tab. Which of the following methods is the most likely approach, to improve the Quality Score of the advertisement?

- A. Optimize the ad
- B. Change the bid to match the first page bid estimate
- C. Increase the bid for the ad
- D. Change the ad to an image ad

Correct Answer: A

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