



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

You are managing several Google AdWords ads for your company. You have configured a report that will show your clickthrough rate, geographical information, demographics, and costs for each of your Google AdWords ads. You have scheduled the report to run on a regular basis. What option can you choose, to be notified of the report when it's finished running?

- A. The report will appear automatically on the Reports page - as long as you don't close your browser.
- B. You can choose the option "Whenever the report runs, send email to:", and then enter a valid email address.
- C. You'll automatically be notified with a green play button on the Reports page, when the report is done.
- D. The report will be emailed to your Google AdWords email address when it's complete

Correct Answer: B

QUESTION 2

All of the following mobile markup languages are supported by Google except for which one?

- A. Xhtml (WAP 2.0)
- B. Wml (WAP 1.x)
- C. Chtml (imode, etc)
- D. SyncML (Open Mobile Alliance)

Correct Answer: D

QUESTION 3

You are managing an AdWords campaign for your organization. You have two assistants who work with you to manage several ads through the Google AdWords Editor. You'd like to leave comments to items in the AdWords Editor to help communicate changes, inform your assistants, and allow them to respond to your queries. What's the correct path to leave a comment on an item in Google AdWords Editor?

- A. You can't leave comments directly on items in Google AdWords Editor. You can attach items, such as .txt or .doc items to leave notes.
- B. You can add comments to items in Google AdWords Editor. Select the item in Google AdWords Editor and click Add Comment at the bottom of the tab.
- C. You can't leave comments directly on items in Google AdWords Editor. You can use a Notepad document (or any document in .txt format) and attach it to items.
- D. You can add comments to items in Google AdWords Editor. Select the item in Google AdWords Editor and click Insert Comment from the Extras column.

Correct Answer: B



QUESTION 4

Ronnie has created an image ad for her design business. When she searches Google, however, she's not seeing the image ad displayed in the search results' sponsored links. Ronnie then creates a text ad for Google, and this ad shows up in the results. She then deletes the text ad and activates the image ad again - which still doesn't show in the Google search results' sponsored links, like the other ads. Why do you suspect that the image ad isn't showing in the Google Search results as part of the other ads?

- A. Her image ad will only appear in the Google Content Network, not in Google Search.
- B. Her image ad must first be approved by Google before it'll show in the Google Search results.
- C. Her image is probably in a .gif format; images must be in a .jpg format.
- D. Her image is probably too big to be used in the Google search listing.

Correct Answer: A

QUESTION 5

In which of the following colors do the unposted local changes appear?

- A. Green
- B. Purple
- C. Red
- D. Blue

Correct Answer: B

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