



# ADWORDS-SEARCH<sup>Q&As</sup>

Google AdWords: Search Advertising

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### QUESTION 1

Juliet has downloaded and installed the Google AdWords editor for her business. Over the past several months she's deleted ad groups, so she doesn't want to see these deleted items anymore.

How can she hide the deleted items through the AdWords Editor?

- A. Juliet can hide the deleted items through the Account menu and Settings option
- B. Juliet can hide the deleted items through the File menu and Preferences option
- C. Google AdWords always keeps a history of the deleted items, so Juliet can reactive these ads.
- D. Juliet can hide the deleted items through the Tools menu and Settings option

Correct Answer: D

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### QUESTION 2

Fran is evaluating her keywords for her company. She is viewing the ad group for her company, but she'd like to see the Quality Score for the ads and keywords. How can Fran see the Quality Score?

- A. Google does not reveal the Quality Score.
- B. The Quality Score is disabled by default. Fran needs to click 'Columns' and then select 'Qual. Score' to enable the Quality Score column.
- C. The Quality Score is displayed next to each keyword in the keyword list. Fran needs to navigate to her keywords.
- D. The Quality Score is only shown through the Reports feature for ads. Fran needs to create a Performance Report for her keywords.

Correct Answer: B

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### QUESTION 3

What is the relationship between a client's paid result (an advertisement) and a client's organic search result?

- A. When organic search results are good (on the first page of results), the corresponding advertisement will cost less to display.
- B. The higher the budget for the paid result (the advertisement), the higher the organic search result would be.
- C. The better the organic search result, the higher the ad will be posted in order of paid results.
- D. There is no correlation between paid results (the advertisements) and organic search results.

Correct Answer: D

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#### QUESTION 4

Google AdWords has many categories of items and services for sale which they do not allow for advertisement. Which of the following items is NOT permitted to be advertised on Google AdWords?

- A. Puppies
- B. Cars
- C. Political ads
- D. Cigars

Correct Answer: D

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#### QUESTION 5

How many AdWords accounts can be associated with a Google Account login?

- A. 5
- B. 15
- C. 10
- D. 1

Correct Answer: D

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