



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

Google currently supports four different mobile markup languages for mobile ads. Which one of the following is NOT a mobile markup language that Google supports?

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

Correct Answer: A

QUESTION 2

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

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

Correct Answer: B

QUESTION 3

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 4

George has hired you to help create a new Google AdWords campaign. George is concerned about the costs of the ads and wants to keep his advertising costs to a minimum, while still attracting solid leads for his business. Which of the



following options would best achieve George's goal?

- A. You should advice George to use the CPM method.
- B. You should use the negative keywords to filter out words that don't apply to George's business.
- C. You should use the broader matching option to give George much-needed exposure.
- D. You should use the narrower matching options to give George good clicks for his budget.

Correct Answer: D

QUESTION 5

You manage multiple accounts for Google AdWords as part of your SEO business. You have two assistants who help you manage the accounts through sub-My Client Centers. Because this part of your business has been growing, you have hired a third assistant and created a third My Client Center. What is the process of moving an account from one sub-MCC to the new sub-MCC?

- A. From the top-level My Client Center, choose the name of the managed account you want to move and then click Change Client Manager. Choose the sub-level MCC where the account should be moved to, and then Save Changes.
- B. From the sub-level My Client Center, choose the name of the managed account you want to move to the new sub-level MCC and then click Change Client Manager. Choose the sub-level MCC where the account should be moved to, and then Save Changes.
- C. Accounts cannot be moved between sub-MCCs.
- D. From the new sub-level My Client Center, choose the name of the managed account you want to move to the new sub-level MCC and then click Change Client Manager. Choose the sub-level MCC where the account should be moved from, and then Save Changes.

Correct Answer: A

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