



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

Which of the following is the amount a user is comfortable spending on AdWords advertising each day?

- A. Ad scheduling
- B. Ad rotation
- C. Budget
- D. Frequency capping

Correct Answer: C

QUESTION 2

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

Correct Answer: B

QUESTION 3

The Keyword tool helps to identify relevant keywords in order to add to a prescribed ad group.

Where should the Keyword tool be accessed from?

- A. The Keywords tab after clicking on the Add Keywords button
- B. The Settings tab after clicking on the Add Keywords button
- C. The Advanced tab
- D. The Keywords tab

Correct Answer: A

QUESTION 4

Sam has created a Google AdWords advertisement for his consignment clothing store in San Francisco. Sam wants to



make certain that his ad catches people's attention. Which of the following examples would be permissible for Google AdWords policies?

- A. Best Clothes!
- B. G-o-o-d-c-l-o-t-h-e-s
- C. New 2U Clothes
- D. Newly Used Clothes!

Correct Answer: D

QUESTION 5

You are a consultant for David's company and he's asked you to help him create a Google AdWords for his company's products. You and David develop a keyword list and the ad has now been running for two weeks. David wants to edit the keyword list, but you tell him the ads should run longer before editing the list. How long does Google recommend the keyword list and ads run, before evaluating their performance?

- A. 30 days
- B. 21 days
- C. You can edit the ads immediately.
- D. 14 days

Correct Answer: A

QUESTION 6

You have created several campaigns with Google AdWords for your clients. You are using the Manager Defined Spend for your budgets in Google AdWords. When you create a new start date for a budget, what requirement does Google have in regard to the new budget and existing budgets that you manage?

- A. Managed account budgets must be approved by two parties before the ad will begin display.
- B. Start dates for new budgets can't overlap with other budgets that may already be set up for the managed account.
- C. Managed account budgets cannot exceed \$100 per day.
- D. Managed account budgets can't start and end on the same day for more than three managed accounts.

Correct Answer: B

QUESTION 7

Eddy is managing his company's AdWords along with Jon and Fred, using Google AdWords Editor. Jon wants to know



how many accounts can be edited at once, since he\\'s many accounts to edit. What should Eddy tell Jon?

- A. The AdWords Editor allows you to edit up to five accounts at once.
- B. The AdWords Editor allows you to edit only one account at a time.
- C. The AdWords Editor allows you to edit up to five accounts at once if you synch with the Google AdWords My Client Center.
- D. The AdWords Editor allows you to edit up to 100 accounts at once.

Correct Answer: B

QUESTION 8

Ryan is reading about the Google AdWords policies. He learns that Google AdWords can be disapproved for several different reasons such as mis-spellings, content, and ads which are misleading or confusing. Ryan creates an advertisement for his micro-brewery beer. What will Google do with this advertisement?

- A. If the ad is approved, it will be given a Non-Family status.
- B. It will not be approved; Google doesn\\'t accept ads for beer.
- C. The ad will be approved as Google does accept ads for beer, but not hard alcohol and liqueur.
- D. It will not be approved until Ryan digitally signs proof of his age to advertise beer on Google.

Correct Answer: A

QUESTION 9

You are serving as a consultant for a golf course in your city. The owners of the course are concerned about the clickthrough rate of their Google sponsored link ad. You tell the clients that their ad is actually performing well based on the clickthrough rate. Which of the following statements, according to Google, is an indicator that an ad group is performing very well?

- A. A CTR over one percent on Google is very good.
- B. A CTR over two percent on Google is very good.
- C. A CTR over ten percent on Google is very good.
- D. A CTR over fifty percent on Google is very good.

Correct Answer: A

QUESTION 10

Which of the following is used to start the search query?

- A. Google web server



- B. Doc server
- C. Proxy server
- D. Index server

Correct Answer: A

QUESTION 11

Henry has been running Google AdWords for the past six months. He has a good clickthrough rate, but he feels that his sales aren't in proportion to the clickthrough rate he's receiving. Henry wants to optimize his site, but he wants to identify where he's losing visitors on the way to conversion. Which Google Analytics report could Henry run, to help identify this trend and show optimization opportunities?

- A. Top exit pages report
- B. Site overlay report
- C. Top landing pages report
- D. Funnel visualization report

Correct Answer: D

QUESTION 12

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 13

What tool must you use to create a rich media ad format?

- A. Display Ad Builder
- B. Google Tools
- C. Google Pack



D. Campaign builder

Correct Answer: A

QUESTION 14

Which of the following provides you an excellent way to reach your users even if they are physically located in non-native areas?

A. Language targeting

B. Device targeting

C. Keywords targeting

D. Location targeting

Correct Answer: A

QUESTION 15

Which of the following is used to describe the return on investment for Google AdWords campaigns?

A. Return on Ad Investment

B. Return on bounce rate

C. Return on keyword spend

D. Return on Ad Spend

Correct Answer: D

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