

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

Google AdWords: Search Advertising

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### QUESTION 1

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 2

Placements are the locations on the Google Content Network where an ad can appear. What targeting features are offered by AdWords to target ads to the placements?

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

- A. Automatic placements
- B. Manual placements
- C. Excluded placements
- D. Managed placements

Correct Answer: ACD

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### QUESTION 3

Julie's company has created a video ad for the Google Content Network and she has elected to use the CPC pricing. Julie's manager is concerned that the CPC pricing will be expensive, as the company will have to pay each time the video is played. What should Julie tell her manager about the costs of the CPC pricing?

- A. The company will pay for each click to watch the video, as long as the person watches the video in its entirety.
- B. The company will pay for each click on the video that leads a user to the destination website.
- C. The company will pay for each click to watch the video.
- D. The company will pay for each click on the video's stop button, as video ads are being playing automatically.

Correct Answer: B

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**QUESTION 4**

Holly has a business of selling coffee beans online. She would like to start using Google AdWords but she has a limited budget for advertising. Which one of the following keywords would likely help Holly the most, considering her limited budget?

- A. Coffee
- B. -tea -free -samples
- C. Gourmet coffee beans
- D. Holly should add as many keywords as possible and then use the CPM method.

Correct Answer: C

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**QUESTION 5**

All Google AdWords are reviewed for the content and compliance with Google policy. If an advertiser creates an advertisement that is deemed to be adult in nature, which one of the following statements would not apply to the advertiser?

- A. Google does not accept adult ads.
- B. Adult ads won't appear for search queries that aren't considered adult in nature, even if the query is used as a keyword in the campaign.
- C. Non-family and adult ads won't appear on some sites and products in the Google Network that choose to accept only family safe ads.
- D. Adult ads won't appear for search queries that aren't considered adult in nature, even if the query is used as a keyword in the campaign.

Correct Answer: A

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