

ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

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 upload changes to AdWords at any time.
- B. You can perform advanced searches and edits.
- C. You can store and navigate one or more accounts.
- D. You can work offline on your Mac or PC.

Correct Answer: ABCD

QUESTION 2

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 3

Ben has installed conversion tracking for his website. Google recommends that Ben use the Google Site Stats text block; so users on his site may accept or not accept, the conversion tracking code. Where should Ben place the Google Site Stats text block on his site?

- A. The Google Site Stats should be placed on a corner of Ben's sales page on his website.
- B. The Google Site Stats should be placed on a corner of Ben's landing page for Google AdWords traffic on his website.
- C. The Google Site Stats should be placed in the header information for each page on Ben's website.
- D. The Google Site Stats should be placed on a corner of Ben's confirmation page on his website.

Correct Answer: D

QUESTION 4

Nancy has created a campaign for her boutique. She has customized the ad and targeted her city and specific content. Nancy has noticed that her ad performs best on Tuesdays and Wednesdays, as people prepare for their weekend plans. Nancy would like to automatically adjust her bids for keywords on Tuesdays and Wednesdays. Is this possible?

- A. Yes, Nancy can do this through Google AdWords\' Demographic bidding.
- B. No, Google AdWords can automatically change the bids, but only for seven-day increments .
- C. Yes, Nancy can do this through Google AdWords\' Ad scheduling.
- D. No, Nancy will need to login into Google AdWords, and manually change her bids for these two days.

Correct Answer: C

QUESTION 5

Which of the following matches eliminates the searched phrases?

- A. Negative match
- B. Phrase match
- C. Broad match
- D. Exact match

Correct Answer: A

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