

ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

Which of the following provides the most information about a campaign's overall performance?

- A. CPC
- B. CTR
- C. Placement performance report
- D. Clicks

Correct Answer: B

QUESTION 2

Which of the following is true about measure of conversion in AdWords?

- A. 1 conversion (one-per-click) and 2 conversions (many-per-click)
- B. 0 conversion (one-per-click) and 5 conversions (many-per-click)
- C. 1 conversion (one-per-click) and 2 conversions (many-per-click)
- D. 1 conversion (one-per-click) and 5 conversions (many-per-click)

Correct Answer: C

QUESTION 3

Which of the following terms refers to the amount of time it takes for a user to view the landing page after clicking an ad?

- A. Load time
- B. Click-through rate
- C. ROI
- D. Quality score

Correct Answer: A

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

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 are a Google AdWords professional explaining how your client should create a budget for their Google AdWords campaign. The client is confused how Google AdWords determines the lowest possible value for the highest position of the ad. You explain that Google AdWords uses a combination of the Quality Score and the CPC bid. The customer still isn't satisfied and wants a more in-depth explanation. Which of the following is the best description how Google AdWords determines ad ranks in search pages?

- A. Google AdWords will divide the Ad Rank of the average bid of all ads competing you're your keywords by your Quality Score, then round off to the nearest cent.
- B. Google AdWords will divide the Ad Rank of the ad showing beneath you by your Quality Score, then round off to the nearest cent.
- C. Google AdWords considers whoever bids the highest for a keyword and then that person moves to the top of the order.
- D. Google AdWords will divide the Ad Rank of the ad showing above you by your Quality Score, then round off to the nearest cent.

Correct Answer: B

QUESTION 7

You are a Google AdWords consultant for several clients in your city. One of your clients has asked you to create a report for them that will show where their ads have appeared in the Google Content Network. What report will you create for this client?

- A. Reach and Frequency Report
- B. Placement Performance Report
- C. URL Performance Report
- D. Geographic Performance Report

Correct Answer: B

QUESTION 8

In which of the following conditions is the Site Exclusion tool used?

- A. When campaign shows irrelevant clicks.
- B. When the campaign shows a very high number of clicks, but a very low conversion rate for a specific placement.
- C. When the campaign shows a very low number of clicks, but a very high conversion rate for a specific placement.
- D. When campaign shows relevant clicks.

Correct Answer: B

QUESTION 9

Jane has an advertisement that needs to appear for users in Germany, France, Belgium, and Spain. Before she approves the ad, Jane is curious about which locations receive the most queries for her keywords. With this information Jane could adjust her budget accordingly, per country. What tool can Jane use to determine which locations receive the most queries for her keyword?

- A. Google Insights for Search
- B. Google Analytics
- C. International Keyword Query Tool
- D. Region Targeting Tool

Correct Answer: A

QUESTION 10

Which of the following statements is true about CPM ads in the Google Content Network?

- A. CPM ads require prepayment to participate in the Google Content Network.
- B. CPM ads always occupy the entire ad space on a web page in the Google Content Network.
- C. CPM ads are not allowed in the Google Content Network.
- D. CPM ads require text only in the Google Content Network.

Correct Answer: B

QUESTION 11

Which of the following categories are NOT targeted by the Placement tool?

- A. Feed placements
- B. Entertainment placements
- C. Game placements
- D. Video placements

Correct Answer: B

QUESTION 12

You manage six accounts through My Client Center. You have just hired an assistant to help manage the accounts, and you want her to manage three of the six accounts. Which of the following procedures describes the correct process to allow your assistant to manage the three accounts, while still retaining access to all of the accounts?

- A. You cannot retain access to all the accounts and simultaneously assign your assistant three of the six accounts.
- B. You'll unlink the three accounts from your MCC. Your assistant will create a MCC and link to the three accounts. You'll then link your assistant's MCC to your MCC.
- C. You'll unlink the three accounts from your MCC. Your assistant will create a MCC and link to the three accounts. You'll then link your account to your assistant's MCC.
- D. You'll unlink the three accounts from your MCC. Your assistant will create a MCC and link to the three accounts.

Correct Answer: B

QUESTION 13

You are investigating Google AdWords double-serving policy for a client. You learn that Google AdWords doesn't allow multiple ads from the same client, based on duplicate keywords. You also learn that individuals advertising for themselves, or for their own businesses, may only have a single AdWords account. Does Google have any exceptions for the number of AdWords account a person can manage?

- A. Yes, if you have two or more products to sell from the same domain, you can manage one Google AdWords account for each product.

- B. Yes, if you use a My Client Center account, you may have multiple accounts.
- C. No. All Google AdWords participants can have just one Google AdWords account.
- D. Yes, if you have two or more landing sites on different domains, you can manage one Google AdWords account for each domain.

Correct Answer: B

QUESTION 14

You have created a Google AdWords ad using the keyword [oil painting] for your advertisement.

Which of the following searches would most likely cause your ad to be displayed on Google?

- A. Paintings in Oil
- B. Oil Painting
- C. Any phrase with the keyword oil painting, such as old oil paintings
- D. Watercolor painting

Correct Answer: B

QUESTION 15

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

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