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Vendor:Google

Exam Code:ADWORDS-SEARCH

Exam Name:Google AdWords: Search Advertising

Version:Demo

QUESTION 1

Which of the following is a tool for targeting ads to specific groups of customers visiting certain sites in the Google Display Network?

- A. Position preference
- B. Demographic bidding
- C. Google trends
- D. Ad scheduling

Correct Answer: B

QUESTION 2

John has started a new business that sells bumper stickers online. His primary advertising focus is branding his business name, and getting as much exposure as possible on the Internet. John has hired you to help him manage his Google advertising. Based on what you know so far, what approach would you recommend to John?

- A. SEM based on web content
- B. SEO for good web content
- C. CPM models
- D. PPC models

Correct Answer: C

QUESTION 3

Sally is optimizing her Google AdWords account for her catering hall. The catering hall is in an old castle near Phoenix, Arizona. The castle is a landmark for Phoenix residents and it's a popular place for weddings, banquets, and parties. Which one of the following is the best choice for targeting Sally's market to a very specific area?

- A. City targeting
- B. Region and City targeting
- C. Country targeting
- D. Customized targeting

Correct Answer: D

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. Cigars
- B. Puppies
- C. Cars
- D. Political ads

Correct Answer: A

QUESTION 5

You are managing the Google AdWords account for your company. Your manager, John, has asked you to email him a report with several statistics and performance updates about the Google AdWords account. What's the best approach for completing this assignment?

- A. Create a report through Google Analytics' Report Center and have it emailed to you and John on a regular basis.
- B. Create a report through Google AdWords' Report Center and have it emailed to you and John on a regular basis.
- C. Create a report through Google AdWords' Report Center, download the report, and then email it to John.
- D. Create a report through Google AdWords' Notification Center, download the report, and then email it to John.

Correct Answer: B

QUESTION 6

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 7

Larry has created an ad group that he's indicated to appear as part of the Google Content Network. Larry wants to know how his ad will be ranked in the content network. You tell Larry that the ad's past performance on this, and similar sites, and the landing page quality affect how Larry's ad will be ranked. What other factors affect how Larry's ad will be ranked in the Content Network?

- A. The ad group default bid
- B. The duration of the ad campaign
- C. Image ads are given ranking priority over text ads
- D. Rich media ads are given ranking priority over text ads

Correct Answer: A

QUESTION 8

John has a fireworks company in Tennessee and he's created a video showing his incredible fireworks. He'd like to use the video as part of the Google AdWords' video advertisement program.

What must John do to display his video in the Google AdWords' video program?

- A. Nothing. Fireworks and pyrotechnic devices are not allowed.
- B. Keep his video to 15 seconds or less.
- C. Use geo-targeting to marketing his fireworks only in locations where fireworks are legal.
- D. Submit his advertisement to the adult content category for Google AdWords approval.

Correct Answer: A

QUESTION 9

How many times a day, can you change your daily budget for a Google AdWords campaign?

- A. Ten
- B. Thirty
- C. As many times as you'd like to.
- D. One

Correct Answer: A

QUESTION 10

AdWords tools can be used for a variety of functions. Which of the following tools are components of AdWords tools?

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

- A. Placement refinement tools

- B. Keyword tools
- C. Account management tools
- D. Ad creation tools

Correct Answer: ABCD

QUESTION 11

Which of the following are used to describe the search results that are not in paid listings?

- A. Real listings
- B. Unpaid listings
- C. Organic search listings
- D. Google search listings

Correct Answer: C

QUESTION 12

Caroline is working to optimize her Google AdWords. She wants to experiment with the content of her website, to determine what users are responding to, best. She is receiving clickthroughs to her website, but she wants to convert more of these users to sales. What tool can Caroline use to test parts of her website?

- A. Traffic Estimator
- B. Conversion optimizer
- C. Website optimizer
- D. Google Analytics

Correct Answer: C