

ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

You are a consultant for the HKU Company and you're helping them brand their online presence. You've worked with the company to create a video ad about their products. You've recommended that they participate in the Google Network. Beth, your client, asks how the placement tool, which you've recommended, will help them with their branding. What is a placement tool and how will it help the HKU Company?

- A. The placement tool will help the HKU Company determine which partners in the Google Network don't accept non-text ads and filter out these partners from their placement choices.
- B. The placement tool will automate the placement of the video ad throughout the Google Network.
- C. The placement tool allows to edit the ads offline, make changes, propose changes, and add comments before the changes are uploaded and placed into the Google Network.
- D. The placement tool allows to choose where the video ads will be placed on the partner's websites.

Correct Answer: A

QUESTION 2

Which of the following helps advertisers reach users across the Internet; from small newsletters to large search engines?

- A. AdWords Editor
- B. Google Network
- C. Google Analytics
- D. Picasa

Correct Answer: B

QUESTION 3

How often does Google calculate a quality score?

- A. Hourly
- B. Once
- C. Daily
- D. Every time a keyword matches a search query

Correct Answer: D

QUESTION 4

Holly is managing the online marketing efforts for a bakery in her city. Holly is building the bakery's website with the intent of the site being able to be ranked high in the Google's organic listings. Holly is focusing on keywords that users will likely be searching for, such as 'wedding cakes' and 'cupcakes' for her city. What term best describes the goals Holly has for the bakery's website?

- A. Organic marketing
- B. Search engine marketing
- C. Search engine optimization
- D. Localized search results

Correct Answer: C

QUESTION 5

Jerry has downloaded and installed the Google AdWords editor. He manages many ads for his company, but the web address for his company is changing. He needs a way to quickly and accurately edit the destination URL for his company's Google AdWords ads, without having to edit them each, individually. What's the best way for Jerry to edit the entire destination domain for his company?

- A. Jerry can do this through the Google AdWords editor, with the Advanced Editing Tools and the Advanced URL Changes option.
- B. Because Google needs to approve destination URL changes, Jerry will have to use the online Google AdWords editor, and wait for Google's approval.
- C. Jerry can do this through Google AdWords editor and the Campaign Manager.
- D. Jerry can do this through the Google AdWords editor through Campaign Manager; by choosing all campaigns and then editing the domain URL for all campaigns.

Correct Answer: A

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