

ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

Oliver is managing the Google AdWords account for his company. He has created a daily budget of \$20 for a CPC campaign. Oliver discovers that Google may allow up to 20 percent more clicks than his daily budget allows. Based on this information, what is the most Oliver could pay in a 30- day billing cycle?

- A. \$600
- B. \$20
- C. \$720
- D. It depends on the number of clicks on his ad

Correct Answer: A

QUESTION 2

Juliet has downloaded and installed the Google AdWords editor for her business. Over the past several months she's deleted ad groups, so she doesn't want to see these deleted items anymore. How can she hide the deleted items through the AdWords Editor?

- A. Juliet can hide the deleted items through the Account menu and Settings option
- B. Juliet can hide the deleted items through the Tools menu and Settings option
- C. Juliet can hide the deleted items through the File menu and Preferences option
- D. Google AdWords always keeps a history of the deleted items, so Juliet can reactive these ads.

Correct Answer: B

QUESTION 3

Sam has created a Google AdWords advertisement for his consignment clothing store in San Francisco. Sam wants to make certain that his ad catches people's attention. Which of the following examples would be permissible for Google AdWords policies?

- A. Best Clothes!
- B. New 2U Clothes
- C. Newly Used Clothes!
- D. G-o-o-d-c-l-o-t-h-e-s

Correct Answer: C

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

Jeff runs a dry cleaning business in his city. He'd like to use customized location targeting for his business, so he's hired you to help him create an ad with customized location targeting. You tell Jeff that he has three choices, when it comes to customized location targeting in Google AdWords. Which of the following is not a valid choice for the customized location targeting?

- A. Entering a physical address
- B. Selecting a point on the map
- C. Using a multi-point targeting approach
- D. Using a triangulation approach based on a phone number

Correct Answer: D

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