

ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

Doug is managing a Google AdWords for a golf course. His client informs Doug that he no longer wants the Google AdWords to appear anywhere other than the Google Search and Search Partners. How can Doug edit this ad to appear only in Google Search?

- A. Pause the current ad, remove the ad from the Google Network group, and only select Google Search results, then start the ad again.
- B. Open the campaign page and then choose the Settings tab to edit where the ad will appear .
- C. Open the ad page and then choose the Settings tab to edit where the ad will appear.
- D. Open the campaign page and then choose Search Listings to edit where the ad will appear.

Correct Answer: B

QUESTION 2

Which of the following matches eliminates the searched phrases?

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

Correct Answer: A

QUESTION 3

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 4

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 will unlink the three accounts from your MCC. Your assistant will create a MCC and link to the three accounts. You will then link your account to your assistant's MCC.
- C. You will unlink the three accounts from your MCC. Your assistant will create a MCC and link to the three accounts.
- D. You will unlink the three accounts from your MCC. Your assistant will create a MCC and link to the three accounts. You will then link your assistant's MCC to your MCC.

Correct Answer: D

QUESTION 5

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

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