

ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

Which of the following reports in Google Analytics is used to learn how well (or poorly) the landing pages are performing?

- A. Top Landing Pages
- B. Funnel Visualization
- C. Top Exit Pages
- D. Site Overlay

Correct Answer: A

QUESTION 2

You are managing a Google AdWords campaign for your company and your manager, Beth, is meeting with you about the campaign. Beth would like to start using video ads as part of the online marketing effort. She's hired a studio to create some ads featuring some of the products your company sells. Beth wants to keep costs at a minimum so she wants you to use the CPM pricing for the video ads. Which one of the following statements best describes an issue you'll need to resolve for video ads based on this information?

- A. There's no problem here - this is a great plan to share product information and keep prices low.
- B. There's no problem here - by using the CPM method your company will only pay when the advertisement is watched.
- C. There is a problem here - the CPM method charges for the opening image, even if the video isn't played.
- D. There is a problem here - video ads don't use the CPM method, only the CPC method.

Correct Answer: C

QUESTION 3

Steve is a web marketing consultant, and he's reviewing a client's Google AdWords. Steve is interested in the keyword analysis field on the Keywords tab, in the client's campaign. When Steve looks at the keywords quality score, he can determine how well the keyword is likely to perform.

What is the scale that Google displays the Quality Score?

- A. Very high, Moderate, Low, Poor
- B. Google does not reveal the Quality Score as it is proprietary information.
- C. 1 to 100
- D. 1 to 10

Correct Answer: D

QUESTION 4

Martha has created two ads through Google AdWords. Both ads show that they are eligible, but one ad has the message \"Bid is below the first page bid estimate\" and a value for the bid. Which one of the following is an improvement Martha should try, to optimize her ads?

- A. Change the destination URL of her ad
- B. Increase the ad's cost per click bid
- C. Increase the ad's cost per impression bid
- D. Change her ad to an image ad

Correct Answer: B

QUESTION 5

There are three tools you can use to manage multiple accounts with Google AdWords. Which of the following is NOT a tool you can use, to manage multiple accounts?

- A. My Client Center
- B. AdWords Editor
- C. Campaign Manager
- D. AdWords API

Correct Answer: C

QUESTION 6

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 7

Which of the following is the process of promoting and marketing a website through paid listings on search engines?

- A. Organic marketing
- B. Inorganic marketing
- C. Search engine optimization
- D. Search engine marketing

Correct Answer: D

QUESTION 8

Fran is evaluating her keywords for her company. She is viewing the ad group for her company, but she'd like to see the Quality Score for the ads and keywords. How can Fran see the Quality Score?

- A. The Quality Score is disabled by default. Fran needs to click 'Columns' and then select 'Qual. Score' to enable the Quality Score column.
- B. The Quality Score is displayed next to each keyword in the keyword list. Fran needs to navigate to her keywords.
- C. Google does not reveal the Quality Score.
- D. The Quality Score is only shown through the Reports feature for ads. Fran needs to create a Performance Report for her keywords.

Correct Answer: A

QUESTION 9

Gary is creating a new Google AdWords for his company which sells fresh-baked cookies online.

He has created an advertisement describing his company's cookies with this headline, minus the quotes 'Try Our Fresh-Baked Cookies' for his ad. What problem will Gary encounter with this headline?

- A. There are too many characters in the headline.
- B. There's no problem with this ad headline.
- C. The hyphen in the ad isn't allowed.
- D. Gary can't use initial caps in the headline

Correct Answer: A

QUESTION 10

Which of the following settings limits the number of times your ads appear on the Display Network to a unique user?

- A. Ad rotation
- B. Frequency capping

C. Bidding option

D. Ad scheduling

Correct Answer: B

QUESTION 11

If you open your Google AdWords account and want to see instant insights into your account's performance, where would you look?

A. Account Statistics

B. Reports

C. CTR

D. Google Analytics

Correct Answer: A

QUESTION 12

Holly has a business of selling coffee beans online. She would like to start using Google AdWords but she has a limited budget for advertising. Which one of the following keywords would likely help Holly the most, considering her limited budget?

A. Coffee

B. -tea -free -samples

C. Gourmet coffee beans

D. Holly should add as many keywords as possible and then use the CPM method.

Correct Answer: C

QUESTION 13

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. Region Targeting Tool

C. Google Analytics

D. International Keyword Query Tool

Correct Answer: A

QUESTION 14

You are reviewing your conversions from Google AdWords. If you are tracking conversions using the one-per-click approach, and you had 45 clicks in one month but you had 75 conversions, how many conversions from Google AdWords would you actually count?

A. 60 percent

B. 45

C. 1.66

D. 75

Correct Answer: B

QUESTION 15

You are working with your client to optimize their Google AdWords ad. Which targeting tool can you use, to predict the average cost-per-click for your keywords?

A. Keyword tool

B. Placement tool

C. Search Terms Report

D. Traffic Estimator

Correct Answer: D

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