Vendor: Google

Exam Code:ADWORDS-SEARCH

Exam Name: Google AdWords: Search Advertising

Version: Demo

QUESTION 1

Which of the following tabs is used to target group of users in the Google Content Network?

A. Campaigns tab

B. Keywords tab

C. Networks tab

D. Audiences tab

Correct Answer: D

QUESTION 2

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

QUESTION 3

You are investigating Google AdWords double-serving policy for a client. You learn that Google AdWords doesn\\'t allow multiple ads from the same client, based on duplicate keywords. You also learn that individuals advertising for themselves, or for their own businesses, may only have a single AdWords account. Does Google have any exceptions for the number of AdWords account a person can manage?

A. Yes, if you have two or more products to sell from the same domain, you can manage one Google AdWords account for each product.

B. Yes, if you have two or more landing sites on different domains, you can manage one Google AdWords account for each domain.

C. No. All Google AdWords participants can have just one Google AdWords account.

D. Yes, if you use a My Client Center account, you may have multiple accounts.

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. Localized search results

B. Search engine marketing

C. Search engine optimization

D. Organic marketing

Correct Answer: C

QUESTION 5

You are a Google AdWords consultant for your company and you\\'d like to do conversion tracking. How do you participate in the Google AdWords conversion tracking?

A. Through Google AdWords you\\'ll enable conversion tracking through your Home tab and Track Conversions.

B. Through your Google AdWords account you\\'ll choose Reporting, Edit Settings, and then check Customize tracking indicator.

C. You must add the Google AdWords conversion tracking code to your website\\'s HTML code.

D. You\\'ll compare your Google AdWords traffic to your site with the number of sales, signups, or other conversion targets, to determine your conversions.

Correct Answer: C

QUESTION 6

Which of the following is used to start the search query?

A. Google web server

B. Doc server

C. Proxy server

D. Index server

Correct Answer: A

QUESTION 7

Alice manages several AdWords accounts and she has three assistants who help with the management of the

accounts. Alice receives a phone call from one of her clients regarding recent Google AdWords clicks. The client reports that he thinks something is amiss with his account, and thinks someone has changed the budget. How can Alice review any changes to the account and, if necessary, determine if someone has made changes to the account\\'s budget?

A. Alice should use the Change History Tool.

B. Alice should use the AdWords API.

C. Alice should use the My Client Center.

D. Alice should use the AdWords Editor.

Correct Answer: A

QUESTION 8

You are a Google AdWords professional explaining how your client should create a budget for their Google AdWords campaign. The client is confused how Google AdWords determines the lowest possible value for the highest position of the ad. You explain that Google AdWords uses a combination of the Quality Score and the CPC bid. The customer still isn\\'t satisfied and wants a more in-depth explanation. Which of the following is the best description how Google AdWords determines ad ranks in search pages?

A. Google AdWords will divide the Ad Rank of the ad showing above you by your Quality Score, then round off to the nearest cent.

B. Google AdWords will divide the Ad Rank of the average bid of all ads competing you\\'re your keywords by your Quality Score, then round off to the nearest cent.

C. Google AdWords will divide the Ad Rank of the ad showing beneath you by your Quality Score, then round off to the nearest cent.

D. Google AdWords considers whoever bids the highest for a keyword and then that person moves to the top of the order.

Correct Answer: C

QUESTION 9

George has hired you to help create a new Google AdWords campaign. George is concerned about the costs of the ads and wants to keep his advertising costs to a minimum, while still attracting solid leads for his business. Which of the following options would best achieve George\\'s goal?

A. You should advice George to use the CPM method.

B. You should use the negative keywords to filter out words that don\\'t apply to George\\'s busin ess.

C. You should use the broader matching option to give George much-needed exposure.

D. You should use the narrower matching options to give George good clicks for his budget.

Correct Answer: D

QUESTION 10

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. Traffic Estimator

B. Keyword tool

C. Placement tool

D. Search Terms Report

Correct Answer: A

QUESTION 11

You have just created a new ad and a new ad group in your Google AdWords account. What tab will you choose, if you want to add managed placements to this ad group?

A. Ad Type

B. Google Network Management tab

C. Managed placements tab

D. Networks tab

Correct Answer: D

QUESTION 12

Lisa would like to create a mobile ad for her arts theatre in her city. If Lisa creates the mobile ad what rule does Google require for the ad\\'s clickthrough?

A. The mobile ad must lead to a mobile website.

B. The mobile ad must include a \\'Call\\' link at the end of the ad.

C. The mobile ad must include a \\'Map\\' link for Google maps.

D. The mobile ad cannot include images or videos.

Correct Answer: A