



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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**QUESTION 1**

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 2

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

Correct Answer: D

QUESTION 3

Which of the following is used by Google to retrieve information?

- A. Doc server
- B. FTP server
- C. News server
- D. IRC server

Correct Answer: A

**QUESTION 4**

Jeffery is creating a text ad for his web-based business and he's hired you to help him create and manage the Google AdWords campaign. As a consultant, you've advised Jeffery to emphasize the uniqueness of his business and to incorporate keywords into the ad. Jeffery asks why he can't add more text to his advertisement to talk about his business. How many characters is Jeffery allowed for the ad text?

- A. 35 characters
- B. 70 characters
- C. 25 characters
- D. 100 characters

Correct Answer: B

QUESTION 5

Which of the following statements is true about CPM ads in the Google Content Network?

- A. CPM ads always occupy the entire ad space on a web page in the Google Content Network.
- B. CPM ads require text only in the Google Content Network.
- C. CPM ads are not allowed in the Google Content Network.
- D. CPM ads require prepayment to participate in the Google Content Network.

Correct Answer: A

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