



# ADWORDS-SEARCH<sup>Q&As</sup>

Google AdWords: Search Advertising

## Pass Google ADWORDS-SEARCH Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.pass4itsure.com/adwords-search.html>

100% Passing Guarantee  
100% Money Back Assurance

Following Questions and Answers are all new published by Google  
Official Exam Center

- ⚙️ **Instant Download** After Purchase
- ⚙️ **100% Money Back** Guarantee
- ⚙️ **365 Days** Free Update
- ⚙️ **800,000+** Satisfied Customers



**QUESTION 1**

Larry has created an ad group that he's indicated to appear as part of the Google Content Network. Larry wants to know how his ad will be ranked in the content network. You tell Larry that the ad's past performance on this, and similar sites, and the landing page quality affect how Larry's ad will be ranked. What other factors affect how Larry's ad will be ranked in the Content Network?

- A. The ad group default bid
- B. The duration of the ad campaign
- C. Image ads are given ranking priority over text ads
- D. Rich media ads are given ranking priority over text ads

Correct Answer: A

---

**QUESTION 2**

You are managing a Google AdWords account for your company. Your manager informs you that she wants you to create a daily budget of \$75 and hit this budget everyday in Google ads, but also get the most clicks as possible for this budget. Considering this scenario, which of the following tools will help you hit your daily budget of \$75, and still maximize the clicks you receive?

- A. Use the ad scheduling option
- B. Use a CPM ad campaign
- C. Use the conversion optimizer
- D. Use the automatic bidding option

Correct Answer: D

---

**QUESTION 3**

Ben has installed conversion tracking for his website. Google recommends that Ben use the Google Site Stats text block; so users on his site may accept or not accept, the conversion tracking code. Where should Ben place the Google Site Stats text block on his site?

- A. The Google Site Stats should be placed on a corner of Ben's landing page for Google AdWords traffic on his website.
- B. The Google Site Stats should be placed in the header information for each page on Ben's website.
- C. The Google Site Stats should be placed on a corner of Ben's sales page on his website.



D. The Google Site Stats should be placed on a corner of Ben's confirmation page on his website.

Correct Answer: D

---

#### QUESTION 4

There are three components of Quality score. Which of the following is NOT a component of Quality score?

- A. Clickthrough rate
- B. Relevancy
- C. The Landing page
- D. Inbound links

Correct Answer: D

---

#### QUESTION 5

Which of the following is the amount a user is comfortable spending on AdWords advertising each day?

- A. Ad scheduling
- B. Ad rotation
- C. Budget
- D. Frequency capping

Correct Answer: C

---

#### QUESTION 6

Ronnie has created an image ad for her design business. When she searches Google, however, she's not seeing the image ad displayed in the search results' sponsored links. Ronnie then creates a text ad for Google, and this ad shows up in the results. She then deletes the text ad and activates the image ad again - which still doesn't show in the Google search results' sponsored links, like the other ads. Why do you suspect that the image ad isn't showing in the Google Search results as part of the other ads?

- A. Her image is probably in a .gif format; images must be in a .jpg format.
- B. Her image ad must first be approved by Google before it'll show in the Google Search results.
- C. Her image is probably too big to be used in the Google search listing.
- D. Her image ad will only appear in the Google Content Network, not in Google Search.

Correct Answer: D

---

**QUESTION 7**

A client wants to include a video advertisement as part of their network advertisements. They're concerned, however, about the type of cookies that Google uses. What type of cookie does Google use in the Google Content Network advertising services?

- A. Persistent cookies
- B. DART cookies
- C. Session cookies
- D. Third party cookies

Correct Answer: B

---

**QUESTION 8**

You are managing an AdWords campaign for your organization. You have two assistants who work with you to manage several ads through the Google AdWords Editor. You'd like to leave comments to items in the AdWords Editor to help communicate changes, inform your assistants, and allow them to respond to your queries. What's the correct path to leave a comment on an item in Google AdWords Editor?

- A. You can't leave comments directly on items in Google AdWords Editor. You can attach items, such as .txt or .doc items to leave notes.
- B. You can add comments to items in Google AdWords Editor. Select the item in Google AdWords Editor and click Add Comment at the bottom of the tab.
- C. You can't leave comments directly on items in Google AdWords Editor. You can use a Notepad document (or any document in .txt format) and attach it to items.
- D. You can add comments to items in Google AdWords Editor. Select the item in Google AdWords Editor and click Insert Comment from the Extras column.

Correct Answer: B

---

**QUESTION 9**

In which of the following conditions is the Site Exclusion tool used?

- A. When campaign shows irrelevant clicks.
- B. When the campaign shows a very high number of clicks, but a very low conversion rate for a specific placement.
- C. When the campaign shows a very low number of clicks, but a very high conversion rate for a specific placement.
- D. When campaign shows relevant clicks.

Correct Answer: B

---



#### QUESTION 10

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 11

John has started a new business that sells bumper stickers online. His primary advertising focus is branding his business name, and getting as much exposure as possible on the Internet. John has hired you to help him manage his Google advertising. Based on what you know so far, what approach would you recommend to John?

- A. SEM based on web content
- B. PPC models
- C. SEO for good web content
- D. CPM models

Correct Answer: D

---

#### QUESTION 12

Ned has created a website that includes a pop-up window for new visitors when they visit his site.

The pop-up window offers 25 percent off a purchase for one day only. Will Google AdWords have a problem with Ned's site?

- A. Yes, because the pop-up window offers a coupon that's good for one day only.
- B. No, because the pop-up window offers a discount to Ned's website visitors.
- C. Yes, because Google AdWords prohibits pop-up windows for visitors to websites.
- D. No, as long as Ned's site isn't selling anything against Google's content policy.

Correct Answer: C

---

#### QUESTION 13



Which of the following categories are NOT targeted by the Placement tool?

- A. Feed placements
- B. Entertainment placements
- C. Game placements
- D. Video placements

Correct Answer: B

---

#### QUESTION 14

John has a fireworks company in Tennessee and he\\'s created a video showing his incredible fireworks. He\\'d like to use the video as part of the Google AdWords\\' video advertisement program.

What must John do to display his video in the Google AdWords\\' video program?

- A. Nothing. Fireworks and pyrotechnic devices are not allowed.
- B. Keep his video to 15 seconds or less.
- C. Use geo-targeting to marketing his fireworks only in locations where fireworks are legal.
- D. Submit his advertisement to the adult content category for Google AdWords approval.

Correct Answer: A

---

#### QUESTION 15

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

---

[ADWORDS-SEARCH  
Practice Test](#)

[ADWORDS-SEARCH Study  
Guide](#)

[ADWORDS-SEARCH Exam  
Questions](#)