



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

Google AdWords: Search Advertising

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**QUESTION 1**

Mike is examining his Google AdWords account and he notices the Ad Groups tab. What does the Ad Groups tab reveal?

- A. All ads that are grouped by keywords
- B. All ad groups from all campaigns
- C. All ad groups from a single campaign
- D. All ads created in Google AdWords

Correct Answer: B

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**QUESTION 2**

You are managing the Google AdWords account for your company. Your manager, John, has asked you to email him a report with several statistics and performance updates about the Google AdWords account. What's the best approach for completing this assignment?

- A. Create a report through Google Analytics' Report Center and have it emailed to you and John on a regular basis.
- B. Create a report through Google AdWords' Notification Center, download the report, and then email it to John.
- C. Create a report through Google AdWords' Report Center, download the report, and then email it to John.
- D. Create a report through Google AdWords' Report Center and have it emailed to you and John on a regular basis.

Correct Answer: D

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**QUESTION 3**

What is the relationship between a client's paid result (an advertisement) and a client's organic search result?

- A. When organic search results are good (on the first page of results), the corresponding advertisement will cost less to display.
- B. The higher the budget for the paid result (the advertisement), the higher the organic search result would be.
- C. The better the organic search result, the higher the ad will be posted in order of paid results.
- D. There is no correlation between paid results (the advertisements) and organic search results.

Correct Answer: D

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**QUESTION 4**

How many AdWords accounts can be associated with a Google Account login?



A. 5

B. 15

C. 10

D. 1

Correct Answer: D

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#### QUESTION 5

You and a competitor in your region are competing for ad position based on a particular keyword. Your competitor has recently stopped running their Google ads. What is likely to happen to your advertisements?

A. The conversion rate for your ad will increase.

B. The quality score of your ad will decrease.

C. The number of clicks on your ad will likely go up.

D. The number of clicks on your ad will likely go down.

Correct Answer: C

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#### QUESTION 6

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

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#### QUESTION 7

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

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### QUESTION 8

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

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### QUESTION 9

All of the following are related to branding except for which one?

- A. Presence of a business
- B. Recognizable name
- C. Logo
- D. Sale

Correct Answer: D

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### QUESTION 10

Allen is using the Traffic Estimator tool to predict the amount of traffic he'll receive for his Google AdWords ads, based on keyword targeting. Allen notices that Google can also recommend a CPC bid for the keywords he's generated. At what percentage of the time does Google say, that their suggested value should deliver ads in the top position ?

- A. 75 percent
- B. Zero. The traffic estimator does not work with keyword targeting, only CPM bidding.
- C. 85 percent
- D. 50 percent

Correct Answer: C

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**QUESTION 11**

Jeff has created an ad for his company. After a few days of the ad's eligibility, Jeff notices the message 'Low Quality Score' in the Status column of the keywords tab. Which of the following methods is the most likely approach, to improve the Quality Score of the advertisement?

- A. Optimize the ad
- B. Change the bid to match the first page bid estimate
- C. Increase the bid for the ad
- D. Change the ad to an image ad

Correct Answer: A

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**QUESTION 12**

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

Correct Answer: D

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**QUESTION 13**

Sally is optimizing her Google AdWords account for her catering hall. The catering hall is in an old castle near Phoenix, Arizona. The castle is a landmark for Phoenix residents and it's a popular place for weddings, banquets, and parties. Which one of the following is the best choice for targeting Sally's market to a very specific area?

- A. Customized targeting
- B. Region and City targeting
- C. Country targeting
- D. City targeting



Correct Answer: A

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#### QUESTION 14

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

Correct Answer: A

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#### QUESTION 15

Paula has created a Google AdWords campaign for her company. She has created a good group of keywords for her ads, and she's eager to get visitors to her site as soon as possible. Paula would like Google to display her ads as often as possible, until her budget is reached. What type of delivery option should Paula choose for her ads?

- A. Instant delivery
- B. Accelerated delivery
- C. Click-cost delivery
- D. Standard delivery

Correct Answer: B

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