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GOOGLE ADWORDS- SEARCH Q&As

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QUESTION NO: 1

You have created several campaigns with Google AdWords for your clients. You are using the Manager Defined Spend for your budgets in Google AdWords. When you create a new start date for a budget, what requirement does Google have in regard to the new budget and existing budgets that you manage?

A.

Managed account budgets must be approved by two parties before the ad will begin display.

B.

Start dates for new budgets can't overlap with other budgets that may already be set up for the managed account.

C.

Managed account budgets cannot exceed \$100 per day.

D.

Managed account budgets can't start and end on the same day for more than three managed accounts.

Answer: B**Explanation:****QUESTION NO: 2**

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.

Answer: A

Explanation:**QUESTION NO: 3**

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.**
SEO for good web content
- C.**
CPM models
- D.**
PPC models

Answer: C**Explanation:****QUESTION NO: 4**

Ivan has created advertisements for his online printing business. His ads have been running for two months, and he'd like to get a sense of where his ads are geographically being shown. How can Ivan see the geographical information where his Google AdWords are being shown?

- A.**
Ivan must create a Geographic Performance Report in his account.
- B.**
Unless Ivan creates a location targeting ad, he won't see this information.
- C.**
Ivan must create an IP Address Report; Google will resolve the IP Address to locations.
- D.**
Ivan must create an IP Address report, and then resolve the IP addresses to locations.

Answer: A

Explanation:**QUESTION NO: 5**

Terri has created a website for her web design business. Through her SEO efforts and good web content, her site has reached the top position in Google's organic search results for certain keywords. On her site, she has added the phrase 'Recommended by Google' in the header. She does not, however, use this phrase in her Google AdWords ads. Is this a problem according to Google AdWords policies?

A.

Yes, Terri must add this phrase to her Google AdWords advertisements too.

B.

No, Terri can add this info to her site as long as she doesn't put this phrase in her Google AdWords advertisements.

C.

No, Terri's site is recommended by Google as she's on the top, in search results on certain keywords.

D.

Yes, Google doesn't allow ads or sites to add such language that may mislead readers to believe her site is directly affiliated with Google.

Answer: D**Explanation:****QUESTION NO: 6**

Nancy is reviewed her billing summary for her Google AdWords account. There is a line item in the billing summary titled 'Adjustment - Click Quality'. What does this line item mean?

A.

Nancy has been credited for clicks on her ad that took longer than five seconds to resolve.

B.

Nancy has been credited for clicks on her, for Google incurred cost overruns for displaying her ad beyond her given budget.

C.

Nancy has been credited for clicks on her ad that didn't take visitors to her domain.

D.

Nancy has been credited for clicks on her ad that were deemed invalid clicks.

Answer: D**Explanation:****QUESTION NO: 7**

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 ad will only appear in the Google Content Network, not in Google Search.

B.
Her image ad must first be approved by Google before it'll show in the Google Search results.

C.
Her image is probably in a .gif format; images must be in a .jpg format.

D.
Her image is probably too big to be used in the Google search listing.

Answer: A**Explanation:**