

100% Money Back
Guarantee

Vendor: Google

Exam Code: adwords-search

Exam Name: Google Search Advertising Advanced Exam
Practice Test

Version: Demo

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

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

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

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

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

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

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

QUESTION NO: 8

You manage multiple accounts for Google AdWords as part of your SEO business. You have two assistants who help you manage the accounts through sub-My Client Centers. Because this part of your business has been growing, you have hired a third assistant and created a third My Client Center. What is the process of moving an account from one sub-MCC to the new sub-MCC?

- A. From the top-level My Client Center, choose the name of the managed account you want to move and then click Change Client Manager. Choose the sub-level MCC where the account should be moved to, and then Save Changes.
- B. From the sub-level My Client Center, choose the name of the managed account you want to move to the new sub-level MCC and then click Change Client Manager. Choose the sub-level MCC where the account should be moved to, and then Save Changes.
- C. Accounts cannot be moved between sub-MCCs.
- D. From the new sub-level My Client Center, choose the name of the managed account you want to move to the new sub-level MCC and then click Change Client Manager. Choose the sub-level MCC where the account should be moved from, and then Save Changes.

Answer: A

QUESTION NO: 9

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 use a My Client Center account, you may have multiple accounts.
- C.** No. All Google AdWords participants can have just one Google AdWords account.
- D.** Yes, if you have two or more landing sites on different domains, you can manage one Google AdWords account for each domain.

Answer: B

QUESTION NO: 10

Charlie sells merchandise online for movie products. His new line of products that he wants to advertise is related to Iron Man. Charlie would like to create an embedded match keyword targeting ad for his Iron Man products, without his ad showing up for the exact match of the movie Iron Man. Which one of the following would allow Charlie's ads to appear for Iron Man Cards and Iron Man Collectibles, but not for the exact match of Iron Man?

- A.** ("Iron Man")
- B.** {Iron Man}
- C.** +["Iron Man"]
- D.** -[Iron Man]

Answer: D

QUESTION NO: 11

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.

Answer: B

QUESTION NO: 12

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.

Answer: C

QUESTION NO: 13

You are a consultant for a wedding photographer, and you're helping her with her Google AdWords account. The photographer doesn't understand why her ad for the Google Network hasn't started generating traffic yet. You explain that the ad has just been created, and that there are three qualifications for the ad to go live. Which of the following is NOT one of the three qualifications for an ad to go live on the Google Network?

-
- A. The ad must be prepaid for thirty days.
 - B. The ad must meet the partner requirements.
 - C. The ad must be opted into the Google Network.
 - D. The ad must be reviewed and approved.

Answer: A

QUESTION NO: 14

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

Answer: D

QUESTION NO: 15

Henry has been running Google AdWords for the past six months. He has a good clickthrough rate, but he feels that his sales aren't in proportion to the clickthrough rate he's receiving. Henry wants to optimize his site, but he wants to identify where he's losing visitors on the way to conversion. Which Google Analytics report could Henry run, to help identify this trend and show optimization opportunities?

- A. Top exit pages report
- B. Site overlay report
- C. Top landing pages report
- D. Funnel visualization report

Answer: D

QUESTION NO: 16

Gary is explaining the process of the Google Search Query to his manager. Gary states that the pages that Google believes is important will show up higher in the organic search results. What term should Gary actually use to describe the order of search results by Google?

- A. Indexing Technology
- B. Hypertext-Matching Analysis
- C. PageRank Technology
- D. Organic search listings

Answer: C

QUESTION NO: 17

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

Answer: A

QUESTION NO: 18

Charlie sells merchandise online for movie products. His new line of products that he wants to advertise is related to Iron Man. Charlie would like to create an embedded match keyword targeting ad for his Iron Man products, without his ad showing up for the exact match of the movie Iron Man. Which one of the following would allow Charlie's ads to appear for Iron Man Cards and Iron Man Collectibles, but not for the exact match of Iron Man?

- A. +["Iron Man"]
- B. -[Iron Man]
- C. ("Iron Man")
- D. {Iron Man}

Answer: B

QUESTION NO: 19

Google recommends that ad creators include a strong call to action phrase in their advertisements. Which of the following is the weakest call to action phrase?

- A. Call today
- B. Click here
- C. Buy
- D. Purchase

Answer: B

QUESTION NO: 20

Nancy has created a campaign for her boutique. She has customized the ad and targeted her city and specific content. Nancy has noticed that her ad performs best on Tuesdays and Wednesdays, as people prepare for their weekend plans. Nancy would like to automatically adjust her bids for keywords on Tuesdays and Wednesdays. Is this possible?

- A. No, Google AdWords can automatically change the bids, but only for seven-day increments.
- B. Yes, Nancy can do this through Google AdWords' Demographic bidding.
- C. No, Nancy will need to login into Google AdWords, and manually change her bids for these two days.
- D. Yes, Nancy can do this through Google AdWords' Ad scheduling.

Answer: D

QUESTION NO: 21

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

Answer: A

QUESTION NO: 22

Mary has a Google AdWords account, and she feels that her Google AdWords aren't performing well. Mary wants to make adjustments to her ad, to get more clickthroughs to her website. Which of the following optimizations is likely to help Mary increase her clickthrough rate?

- A. Mary should stop using an image ad and use a text ad only, in Google search.
- B. Mary should focus on her website by adding content.
- C. Mary should focus on ad quality and use negative keywords, to eliminate extra impressions.
- D. Mary should create multiple campaigns, and track the performance of each campaign.

Answer: C

QUESTION NO: 23

Kelly has created two ad groups for her realty business in Ohio. In both ad groups, she's identified the keyword 'Columbus Condos' for her ads. What problem exists within this scenario that could affect Kelly's ads?

- A. Kelly should not have keywords competing against one another.
- B. Kelly should merge all the ads into one campaign so that her ads will show up twice in search results.
- C. By having two ad groups with the same keyword, Kelly may pay considerably more for her ads because the ads will appear twice in search results.
- D. Kelly should only have one ad group, not multiple groups.

Answer: A

QUESTION NO: 24

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

Answer: B

QUESTION NO: 25

You have created a report for you and your client, regarding several performance factors. You receive an email asking you to download your report from the Report Center. Your report, as it turns out, is too big for Google to email. What is the maximum size of reports in an email sent through Google?

- A. 25MB
- B. 2MB
- C. 50MB
- D. 66MB]

Answer: B

QUESTION NO: 26

Beth runs a photography business and she wants to make certain, her advertisements only run in the evening. How is this possible with Google AdWords?

- A. Beth can pause and restart her ads whenever she likes.
- B. Beth can use the ad scheduling tool to choose when her ads should appear.
- C. Beth can use the conversion optimizer to indicate the hours she'd like to optimize her ad for conversion.
- D. Google won't automatically adjust when the ads are displayed.

Answer: B

QUESTION NO: 27

You are creating a new Google AdWords campaign for your company. What is the default setting for new Google AdWords campaigns in regard to search sites and content network sites?

- A. Your new campaign will only appear in the Google search results home page; you must opt into other components of the Google Network.
- B. Your new campaign will only appear in the Google Content Network.
- C. Your new campaign is opted in to the entire Google Network: Google search, search partners, and the Content Network with 'Relevant pages across the entire network' in the default.

D. Your new campaign will only appear in Google search results and search partners.

Answer: C

QUESTION NO: 28

You have created a Google AdWords ad using the keyword [oil painting] for your advertisement.

Which of the following searches would most likely cause your ad to be displayed on Google?

- A. Paintings in Oil
- B. Oil Painting
- C. Any phrase with the keyword oil painting, such as old oil paintings
- D. Watercolor painting

Answer: B

QUESTION NO: 29

You're reviewing a campaign you've created for your company with your manager. The manager is curious about the budget setting on the campaign's tab. What does the budget value mean?

- A. It's the amount you're comfortable spending for Google AdWords each week.
- B. It's the maximum amount you'll spend for one click on your ad.
- C. It's the amount you're comfortable spending for Google AdWords each month.
- D. It's the amount you're comfortable spending for Google AdWords each day.

Answer: D

QUESTION NO: 30

Steve is a web marketing consultant, and he's reviewing a client's Google AdWords. Steve is interested in the keyword analysis field on the Keywords tab, in the client's campaign. When Steve looks at the keywords quality score, he can determine how well the keyword is likely to perform.

What is the scale that Google displays the Quality Score?

- A. Very high, Moderate, Low, Poor
- B. Google does not reveal the Quality Score as it is proprietary information.

C. 1 to 100

D. 1 to 10

Answer: D

QUESTION NO: 31

You manage six accounts through My Client Center. You have just hired an assistant to help manage the accounts, and you want her to manage three of the six accounts. Which of the following procedures describes the correct process to allow your assistant to manage the three accounts, while still retaining access to all of the accounts?

A. You cannot retain access to all the accounts and simultaneously assign your assistant three of the six accounts.

B. You'll unlink the three accounts from your MCC. Your assistant will create a MCC and link to the three accounts. You'll then link your account to your assistant's MCC.

C. You'll unlink the three accounts from your MCC. Your assistant will create a MCC and link to the three accounts.

D. You'll unlink the three accounts from your MCC. Your assistant will create a MCC and link to the three accounts. You'll then link your assistant's MCC to your MCC.

Answer: D

QUESTION NO: 32

You are managing several Google AdWords ads for your company. You have configured a report that will show your clickthrough rate, geographical information, demographics, and costs for each of your Google AdWords ads. You have scheduled the report to run on a regular basis. What option can you choose, to be notified of the report when it's finished running?

A. The report will appear automatically on the Reports page - as long as you don't close your browser.

B. You can choose the option "Whenever the report runs, send email to:", and then enter a valid email address.

C. You'll automatically be notified with a green play button on the Reports page, when the report is done.

D. The report will be emailed to your Google AdWords email address when it's complete

Answer: B

QUESTION NO: 33

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

Answer: C

QUESTION NO: 34

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

Answer: D

QUESTION NO: 35

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

Answer: D

QUESTION NO: 36

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

Answer: D

QUESTION NO: 37

Henry has been running Google AdWords for the past six months. He has a good clickthrough rate, but he feels that his sales aren't in proportion to the clickthrough rate he's receiving. Henry wants to optimize his site, but he wants to identify where he's losing visitors on the way to conversion. Which Google Analytics report could Henry run, to help identify this trend and show optimization opportunities?

- A. Site overlay report
- B. Funnel visualization report
- C. Top exit pages report
- D. Top landing pages report

Answer: B

QUESTION NO: 38

You manage multiple accounts for Google AdWords as part of your SEO business. You have two assistants who help you manage the accounts through sub-My Client Centers. Because this part of your business has been growing, you have hired a third assistant and created a third My Client Center. What is the process of moving an account from one sub-MCC to the new sub-MCC?

- A. From the new sub-level My Client Center, choose the name of the managed account you want to move to the new sub-level MCC and then click Change Client Manager. Choose the sub-level MCC where the account should be moved from, and then Save Changes.
- B. Accounts cannot be moved between sub-MCCs.
- C. From the top-level My Client Center, choose the name of the managed account you want to move and then click Change Client Manager. Choose the sub-level MCC where the account should be moved to, and then Save Changes.

D. From the sub-level My Client Center, choose the name of the managed account you want to move to the new sub-level MCC and then click Change Client Manager. Choose the sub-level MCC where the account should be moved to, and then Save Changes.

Answer: C

QUESTION NO: 39

Amy is managing several ads for her insurance business in Knoxville, Tennessee. She would like to create a filter to see how her ads are performing, the number of impressions for the ads, and other details. How can Amy create this?

- A.** Amy will need to sign into her Google AdWords account, choose the Keywords tab, choose Languages and Locations, and then click the Filter option, to create a filter.
- B.** Amy will need to sign into her Google AdWords account, choose the Ads tab, and then click the Filter option, to create a filter.
- C.** Amy will need to sign into her Google AdWords account, choose the Settings tab, and then click the Filter option, to create a filter.
- D.** Amy will need to sign into her Google AdWords account, choose the Reporting tab, and then build the Filter.

Answer: B

QUESTION NO: 40

Holly has a business of selling coffee beans online. She would like to start using Google AdWords but she has a limited budget for advertising. Which one of the following keywords would likely help Holly the most, considering her limited budget?

- A.** Coffee
- B.** -tea -free -samples
- C.** Gourmet coffee beans
- D.** Holly should add as many keywords as possible and then use the CPM method.

Answer: C

QUESTION NO: 41

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.

Answer: D

QUESTION NO: 42

Steve is managing several Google AdWords account for his clients. Steve would like a way to prevent his clients' ads from showing on his network. What tool can Steve use, to prevent his clients' ads from appearing?

- A. Steve can use the 'IP Address Exclusion Tool' option in Account Manager.
- B. Steve can't block Google AdWords ads from appearing - he just shouldn't click on them.
- C. Steve can use the 'Prevent Ads from Displaying to Me' option in Account Manager.
- D. Steve can use the 'Don't Show My Clients' Ads' feature in Account Manager.

Answer: A

QUESTION NO: 43

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. You'll compare your Google AdWords traffic to your site with the number of sales, signups, or other conversion targets, to determine your conversions.
- C. You must add the Google AdWords conversion tracking code to your website's HTML code.
- D. Through your Google AdWords account you'll choose Reporting, Edit Settings, and then check Customize tracking indicator.

Answer: C

QUESTION NO: 44

You are explaining the process of Google Query to a client. The client wants to understand how Google can create a tiny explanation and introduction of each website before you actually click on the link. Where does Google store the snippets of information that describe each entry in a search result?

- A. Doc server
- B. Index servers
- C. Directly from the web page
- D. Google web server

Answer: A

QUESTION NO: 45

Gary is creating a new Google AdWords for his company which sells fresh-baked cookies online.

He has created an advertisement describing his company's cookies with this headline, minus the quotes 'Try Our Fresh-Baked Cookies' for his ad. What problem will Gary encounter with this headline?

- A. There are too many characters in the headline.
- B. There's no problem with this ad headline.
- C. The hyphen in the ad isn't allowed.
- D. Gary can't use initial caps in the headline

Answer: A

QUESTION NO: 46

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.

Answer: A

QUESTION NO: 47

Placements are the locations on the Google Content Network where an ad can appear. What targeting features are offered by AdWords to target ads to the placements?

Each correct answer represents a complete solution. Choose all that apply.

- A. Automatic placements
- B. Manual placements
- C. Managed placements
- D. Excluded placements

Answer: A,C,D

QUESTION NO: 48

Fran is evaluating her keywords for her company. She is viewing the ad group for her company, but she'd like to see the Quality Score for the ads and keywords. How can Fran see the Quality Score?

- A. The Quality Score is disabled by default. Fran needs to click 'Columns' and then select 'Qual. Score' to enable the Quality Score column.
- B. The Quality Score is displayed next to each keyword in the keyword list. Fran needs to navigate to her keywords.
- C. Google does not reveal the Quality Score.
- D. The Quality Score is only shown through the Reports feature for ads. Fran needs to create a Performance Report for her keywords.

Answer: A

QUESTION NO: 49

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

Answer: C

QUESTION NO: 50

Bill and Sally are working together on a large Google AdWords campaign, though they are in two separate locations. Sally has exported her proposed changes to Bill in the Google AdWords Editor and Bill has imported the Account Snapshot through his Google AdWords Editor. When Bill examines the proposed changes Sally has made, how will he know which changes are proposed?

- A. Proposed changes are in purple.
- B. He'll need to compare his version with Sally's version of the campaigns.
- C. Proposed changes are in blue.
- D. Proposed changes are in red.

Answer: C

QUESTION NO: 51

Martha has created two ads through Google AdWords. Both ads show that they are eligible, but one ad has the message 'Bid is below the first page bid estimate' and a value for the bid. Which one of the following is an improvement Martha should try, to optimize her ads?

- A. Change the destination URL of her ad
- B. Change her ad to an image ad
- C. Increase the ad's cost per click bid
- D. Increase the ad's cost per impression bid

Answer: C

QUESTION NO: 52

AdWords Editor is account management software. Which of the following are the benefits of using AdWords Editor?

Each correct answer represents a complete solution. Choose all that apply.

- A. You can store and navigate one or more accounts.
- B. You upload changes to AdWords at any time.
- C. You can perform advanced searches and edits.
- D. You can work offline on your Mac or PC.

Answer: A,B,C,D

QUESTION NO: 53

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' Report Center and have it emailed to you and John on a regular basis.
- 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' Notification Center, download the report, and then email it to John.

Answer: B

QUESTION NO: 54

How many times a day, can you change your daily budget for a Google AdWords campaign?

- A. Ten
- B. Thirty
- C. As many times as you'd like to.
- D. One

Answer: A

QUESTION NO: 55

Google AdWords has many categories of items and services for sale which they do not allow for advertisement. Which of the following items is NOT permitted to be advertised on Google AdWords?

- A. Puppies
- B. Cars
- C. Cigars
- D. Political ads

Answer: C

QUESTION NO: 56

Fred is helping a client to create ads for Google AdWords. Fred stresses to the client that they should not only identify keywords for the client's search, but also use the keyword in the Google AdWords display text. Why is this a good thing to do for Google AdWords?

- A. By using the keyword in the ad text Google will give the ad a higher ranking, when a user searches for that exact keyword.
- B. By using the keyword in the ad text Google will cause the ad to move to the top of the search list, when a user searches for that exact keyword.
- C. By using the keyword in the ad text Google will cause the keyword to appear in bold in the ad, when a user searches for that exact keyword.
- D. By using the keyword in the ad text Google will lower the CPC per ad, when a user searches for that exact keyword.

Answer: C

QUESTION NO: 57

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 average bid of all ads competing you're your keywords by your Quality Score, then round off to the nearest cent.
- B.** Google AdWords will divide the Ad Rank of the ad showing beneath you by your Quality Score, then round off to the nearest cent.
- C.** Google AdWords considers whoever bids the highest for a keyword and then that person moves to the top of the order.
- D.** Google AdWords will divide the Ad Rank of the ad showing above you by your Quality Score, then round off to the nearest cent.

Answer: B

QUESTION NO: 58

You are serving as a consultant for a golf course in your city. The owners of the course are concerned about the clickthrough rate of their Google sponsored link ad. You tell the clients that their ad is actually performing well based on the clickthrough rate. Which of the following statements, according to Google, is an indicator that an ad group is performing very well?

- A.** A CTR over one percent on Google is very good.
- B.** A CTR over two percent on Google is very good.
- C.** A CTR over ten percent on Google is very good.
- D.** A CTR over fifty percent on Google is very good.

Answer: A

QUESTION NO: 59

When a Google AdWords user targets a language for his business, there are three choices as part of the targeting. Which of the following is NOT a language targeting choice in Google AdWords?

- A.** Single language
- B.** Domain origination
- C.** Multiple languages
- D.** Combine with location targeting

Answer: B

QUESTION NO: 60

All Google AdWords are reviewed for the content and compliance with Google policy. If an advertiser creates an advertisement that is deemed to be adult in nature, which one of the following statements would not apply to the advertiser?

- A. Adult ads won't appear for search queries that aren't considered adult in nature, even if the query is used as a keyword in the campaign.
- B. Google does not accept adult ads.
- C. Adult ads won't appear for search queries that aren't considered adult in nature, even if the query is used as a keyword in the campaign.
- D. Non-family and adult ads won't appear on some sites and products in the Google Network that choose to accept only family safe ads.

Answer: B

QUESTION NO: 61

What tool must you use to create a rich media ad format?

- A. Display Ad Builder
- B. Google Tools
- C. Google Pack
- D. Campaign builder

Answer: A

QUESTION NO: 62

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.

Answer: A

QUESTION NO: 63

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 were deemed invalid clicks.
- B. Nancy has been credited for clicks on her ad that took longer than five seconds to resolve.
- C. Nancy has been credited for clicks on her, for Google incurred cost overruns for displaying her ad beyond her given budget.
- D. Nancy has been credited for clicks on her ad that didn't take visitors to her domain.

Answer: A

QUESTION NO: 64

You are a consultant for a wedding photographer, and you're helping her with her Google AdWords account. The photographer doesn't understand why her ad for the Google Network hasn't started generating traffic yet. You explain that the ad has just been created, and that there are three qualifications for the ad to go live. Which of the following is NOT one of the three qualifications for an ad to go live on the Google Network?

- A. The ad must meet the partner requirements.
- B. The ad must be opted into the Google Network.
- C. The ad must be reviewed and approved.
- D. The ad must be prepaid for thirty days.

Answer: D

QUESTION NO: 65

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.

Answer: A

QUESTION NO: 66

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.** No, Terri's site is recommended by Google as she's on the top, in search results on certain keywords.
- 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.** 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.
- D.** Yes, Terri must add this phrase to her Google AdWords advertisements too.

Answer: C

QUESTION NO: 67

Eddy is managing his company's AdWords along with Jon and Fred, using Google AdWords Editor.

Jon wants to know how many accounts can be edited at once, since he's many accounts to edit.

What should Eddy tell Jon?

- A.** The AdWords Editor allows you to edit up to five accounts at once.
- B.** The AdWords Editor allows you to edit up to five accounts at once if you synch with the Google AdWords My Client Center.
- C.** The AdWords Editor allows you to edit only one account at a time.
- D.** The AdWords Editor allows you to edit up to 100 accounts at once.

Answer: C

QUESTION NO: 68

Wendy manages ten Google AdWords accounts for her clients. She would like to organize her

billing so that she makes one payment for the clients account rather than ten individual payments, i.e., one for each client she manages. What approach should Wendy follow in this instance?

- A. Google does not allow multiple accounts to be billed to one invoice.
- B. Google recommends that Wendy move her accounts into the My Client Center with her credit card.
- C. Google recommends that Wendy enroll in the Manager Defined Spend.
- D. Google recommends that Wendy subscribe to the Manager Order-level monthly invoice.

Answer: C

QUESTION NO: 69

You are a consultant for several clients and you manage their Google AdWords campaigns. You're using the AdWords Editor to manage these campaigns. One of your clients has provided you with 110 new keywords for their Google AdWords campaign. Using the Google AdWords Editor, how can you add these new keywords?

- A. Google AdWords will allow you to make this change through the Add/Update Multiple Keywords tool under Make Multiple Changes on the Keywords tab.
- B. Google AdWords will allow you to make this change through the Add/Update Multiple Keywords tool under Make Multiple Changes on the Settings tab.
- C. Google AdWords Editor will only allow upto 100 changes to the keywords at a time. You'll need to add 100 keywords, upload the changes, and then add the remaining 10 keywords through the Keywords tab in the Editor.
- D. Google AdWords Editor doesn't allow you to add keywords offline. The keywords must be added through the My Client Center.

Answer: A

QUESTION NO: 70

Julie's company has created a video ad for the Google Content Network and she has elected to use the CPC pricing. Julie's manager is concerned that the CPC pricing will be expensive, as the company will have to pay each time the video is played. What should Julie tell her manager about the costs of the CPC pricing?

- A. The company will pay for each click to watch the video, as long as the person watches the video in its entirety.
- B. The company will pay for each click on the video that leads a user to the destination website.
- C. The company will pay for each click to watch the video.

D. The company will pay for each click on the video's stop button, as video ads are being playing automatically.

Answer: B

QUESTION NO: 71

Julie's company has created a video ad for the Google Content Network and she has elected to use the CPC pricing. Julie's manager is concerned that the CPC pricing will be expensive, as the company will have to pay each time the video is played. What should Julie tell her manager about the costs of the CPC pricing?

- A.** The company will pay for each click to watch the video, as long as the person watches the video in its entirety.
- B.** The company will pay for each click on the video that leads a user to the destination website.
- C.** The company will pay for each click to watch the video.
- D.** The company will pay for each click on the video's stop button, as video ads are being playing automatically.

Answer: B

QUESTION NO: 72

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 cannot exceed \$100 per day.
- B.** Managed account budgets can't start and end on the same day for more than three managed accounts.
- C.** Start dates for new budgets can't overlap with other budgets that may already be set up for the managed account.
- D.** Managed account budgets must be approved by two parties before the ad will begin display.

Answer: C

QUESTION NO: 73

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

Answer: A

QUESTION NO: 74

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

Answer: B

QUESTION NO: 75

Bill and Sally are working together on a large Google AdWords campaign, though they are in two separate locations. Sally has exported her proposed changes to Bill in the Google AdWords Editor and Bill has imported the Account Snapshot through his Google AdWords Editor. When Bill examines the proposed changes Sally has made, how will he know which changes are proposed?

- A. Proposed changes are in purple.
- B. He'll need to compare his version with Sally's version of the campaigns.
- C. Proposed changes are in red.
- D. Proposed changes are in blue.

Answer: D

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