



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

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 'Don't Show My Clients' Ads' feature 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 'IP Address Exclusion Tool' option in Account Manager.

Correct Answer: D

QUESTION 2

Which of the following tabs is used to target group of users in the Google Content Network?

- A. Campaigns tab
- B. Keywords tab
- C. Networks tab
- D. Audiences tab

Correct Answer: D

QUESTION 3

You have created four ads for your business. When you create multiple Google AdWords ads, how does Google determine which of the four ads to show, when a keyword triggers the ad?

- A. The ads are shown in the order in which they were created.
- B. The ads are shown in alphabetical order.
- C. The ads are shown based on performance.
- D. The ads are shown in rotation.

Correct Answer: C

QUESTION 4

Gary is managing many different Google AdWords accounts for his clients. How many AdWords accounts can be associated with a Google Account login?



- A. 100
- B. 1
- C. Unlimited
- D. 10

Correct Answer: B

QUESTION 5

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 the Google AdWords editor through Campaign Manager; by choosing all campaigns and then editing the domain URL for all campaigns.
- B. Jerry can do this through the Google AdWords editor, with the Advanced Editing Tools and the Advanced URL Changes option.
- C. Jerry can do this through Google AdWords editor and the Campaign Manager.
- 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.

Correct Answer: B

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