



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising





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QUESTION 1

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

Correct Answer: A

QUESTION 2

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,

- A. e., one for each client she manages. What approach should Wendy follow in this instance?
- B. Google does not allow multiple accounts to be billed to one invoice.
- C. Google recommends that Wendy move her accounts into the My Client Center with her cred it card.
- D. Google recommends that Wendy enroll in the Manager Defined Spend.
- E. Google recommends that Wendy subscribe to the Manager Order-level monthly invoice.

Correct Answer: C

QUESTION 3

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.

Correct Answer: A

**QUESTION 4**

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

Correct Answer: A

QUESTION 5

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

Correct Answer: A

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