



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

Wendy is a consultant to several clients for their web marketing strategies. Wendy wants to centrally manage these Google AdWords accounts for all of her clients. What's the best tool Wendy can use, to manage these AdWords accounts?

- A. My Client Center
- B. Google AdWords Campaign Manager
- C. AdWords Editor
- D. Google AdWords Central Server

Correct Answer: A

QUESTION 2

The Keyword tool helps to identify relevant keywords in order to add to a prescribed ad group.

Where should the Keyword tool be accessed from?

- A. The Keywords tab after clicking on the Add Keywords button
- B. The Settings tab after clicking on the Add Keywords button
- C. The Advanced tab
- D. The Keywords tab

Correct Answer: A

QUESTION 3

Which of the following formulas is used to calculate Actual CPC?

- A. Actual CPC = (Ad Rank to beat + Quality Score) - \$0.01
- B. Actual CPC = (Ad Rank to beat Quality Score) + \$0.01
- C. Actual CPC = (Ad Rank to beat Quality Score) - \$0.01
- D. Actual CPC = (Ad Rank to beat x Quality Score) + \$0.01

Correct Answer: B

QUESTION 4



Which of the following settings limits the number of times your ads appear on the Display Network to a unique user?

- A. Ad rotation
- B. Frequency capping
- C. Bidding option
- D. Ad scheduling

Correct Answer: B

QUESTION 5

Which of the following allows developers to interact with Google AdWords through software interfaces?

- A. Google Analytics
- B. AdWords API
- C. AdWords Editor
- D. Campaign Manager

Correct Answer: B

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