



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

A client wants to include a video advertisement as part of their network advertisements. They're concerned, however, about the type of cookies that Google uses. What type of cookie does Google use in the Google Content Network advertising services?

- A. Persistent cookies
- B. DART cookies
- C. Session cookies
- D. Third party cookies

Correct Answer: B

QUESTION 2

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 the pop-up window offers a coupon that's good for one day only.
- B. No, because the pop-up window offers a discount to Ned's website visitors.
- C. Yes, because Google AdWords prohibits pop-up windows for visitors to websites.
- D. No, as long as Ned's site isn't selling anything against Google's content policy.

Correct Answer: C

QUESTION 3

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.

Correct Answer: D

**QUESTION 4**

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

Correct Answer: C

QUESTION 5

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.

Correct Answer: C

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