



# ADWORDS-SEARCH<sup>Q&As</sup>

Google AdWords: Search Advertising

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### QUESTION 1

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.

Correct Answer: D

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### QUESTION 2

Which of the following labels allows you to track conversions for the readers of a certain webpage?

- A. Sign-ups
- B. Leads
- C. Other
- D. View of a key page

Correct Answer: D

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### QUESTION 3

What is the relationship between a client's paid result (an advertisement) and a client's organic search result?

- A. There is no correlation between paid results (the advertisements) and organic search results.
- B. When organic search results are good (on the first page of results), the corresponding advertisement will cost less to display.
- C. The better the organic search result, the higher the ad will be posted in order of paid results.
- D. The higher the budget for the paid result (the advertisement), the higher the organic search result would be.

Correct Answer: A

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### QUESTION 4

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

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#### QUESTION 5

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.

Correct Answer: C

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