



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

Ben has installed conversion tracking for his website. Google recommends that Ben use the

Google Site Stats text block; so users on his site may accept or not accept, the conversion tracking code. Where should Ben place the Google Site Stats text block on his site?

- A. The Google Site Stats should be placed on a corner of Ben's sales page on his website.
- B. The Google Site Stats should be placed in the header information for each page on Ben's website.
- C. The Google Site Stats should be placed on a corner of Ben's landing page for Google AdWords traffic on his website.
- D. The Google Site Stats should be placed on a corner of Ben's confirmation page on his website.

Correct Answer: D

QUESTION 2

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 can't start and end on the same day for more than three managed accounts.
- B. Managed account budgets must be approved by two parties before the ad will begin display .
- C. Managed account budgets cannot exceed \$100 per day.
- D. Start dates for new budgets can't overlap with other budgets that may already be set up for the managed account.

Correct Answer: D

QUESTION 3

Juliet has downloaded and installed the Google AdWords editor for her business. Over the past several months she's deleted ad groups, so she doesn't want to see these deleted items anymore. How can she hide the deleted items through the AdWords Editor?

- A. Juliet can hide the deleted items through the Account menu and Settings option
- B. Juliet can hide the deleted items through the Tools menu and Settings option
- C. Juliet can hide the deleted items through the File menu and Preferences option
- D. Google AdWords always keeps a history of the deleted items, so Juliet can reactive these ads.

Correct Answer: B



QUESTION 4

Julie's company has created a video ad for the Google Content Network and she has elected to use the CPC pricing. Julie's manager is concerned that the CPC pricing will be expensive, as the company will have to pay each time the video is played. What should Julie tell her manager about the costs of the CPC pricing?

- A. The company will pay for each click to watch the video, as long as the person watches the video in its entirety.
- B. The company will pay for each click on the video that leads a user to the destination website.
- C. The company will pay for each click on the video's stop button, as video ads are being playing automatically.
- D. The company will pay for each click to watch the video.

Correct Answer: B

QUESTION 5

You are managing an AdWords campaign for your organization. You have two assistants who work with you to manage several ads through the Google AdWords Editor. You'd like to leave comments to items in the AdWords Editor to help communicate changes, inform your assistants, and allow them to respond to your queries. What's the correct path to leave a comment on an item in Google AdWords Editor?

- A. You can't leave comments directly on items in Google AdWords Editor. You can attach items, such as .txt or .doc items to leave notes.
- B. You can add comments to items in Google AdWords Editor. Select the item in Google AdWords Editor and click Add Comment at the bottom of the tab.
- C. You can't leave comments directly on items in Google AdWords Editor. You can use a Notepad document (or any document in .txt format) and attach it to items.
- D. You can add comments to items in Google AdWords Editor. Select the item in Google AdWords Editor and click Insert Comment from the Extras column.

Correct Answer: B

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