



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

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 cannot exceed \$100 per day.
- C. Managed account budgets must be approved by two parties before the ad will begin display .
- 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 2

You are managing the Google AdWords account for your company. Your manager, John, has asked you to email him a report with several statistics and performance updates about the Google AdWords account. What's the best approach for completing this assignment?

- A. Create a report through Google Analytics' Report Center and have it emailed to you and John on a regular basis.
- B. Create a report through Google AdWords' Report Center and have it emailed to you and John on a regular basis.
- C. Create a report through Google AdWords' Report Center, download the report, and then email it to John.
- D. Create a report through Google AdWords' Notification Center, download the report, and then email it to John.

Correct Answer: B

QUESTION 3

In which of the following colors do the unposted local changes appear?

- A. Green
- B. Purple
- C. Red
- D. Blue

Correct Answer: B

QUESTION 4



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

QUESTION 5

How many minimum conversions a campaign must have received in the last 30 days for using the Conversion Optimizer?

- A. 5
- B. 15
- C. 10
- D. 7

Correct Answer: B

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