



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

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 2

Which of the following is true about measure of conversion in AdWords?

- A. 1 conversion (one-per-click) and 2 conversions (many-per-click)
- B. 0 conversion (one-per-click) and 5 conversions (many-per-click)
- C. 1 conversion (one-per-click) and 2 conversions (many-per-click)
- D. 1 conversion (one-per-click) and 5 conversions (many-per-click)

Correct Answer: C

QUESTION 3

Ivan has created advertisements for his online printing business. His ads have been running for two months, and he'd like to get a sense of where his ads are geographically being shown. How can Ivan see the geographical information where his Google AdWords are being shown?

- A. Ivan must create a Geographic Performance Report in his account.
- B. Unless Ivan creates a location targeting ad, he won't see this information.
- C. Ivan must create an IP Address Report; Google will resolve the IP Address to locations.
- D. Ivan must create an IP Address report, and then resolve the IP addresses to locations.

Correct Answer: A

QUESTION 4



Alice manages several AdWords accounts and she has three assistants who help with the management of the accounts. Alice receives a phone call from one of her clients regarding recent Google AdWords clicks. The client reports that he thinks something is amiss with his account, and thinks someone has changed the budget. How can Alice review any changes to the account and, if necessary, determine if someone has made changes to the account's budget?

- A. Alice should use the AdWords Editor.
- B. Alice should use the AdWords API.
- C. Alice should use the Change History Tool.
- D. Alice should use the My Client Center.

Correct Answer: C

QUESTION 5

Which of the following is used to start the search query?

- A. Google web server
- B. Doc server
- C. Proxy server
- D. Index server

Correct Answer: A

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