



Google

ADWORDS-SEARCH Exam

Google Adword Search Advertising Advanced

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

Answer: B

Question: 2

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

Answer: A

Question: 3

John has started a new business that sells bumper stickers online. His primary advertising focus is branding his business name, and getting as much exposure as possible on the Internet. John has hired you to help him manage his Google advertising. Based on what you know so far, what approach would you recommend to John?

- A. SEM based on web content
- B. SEO for good web content
- C. CPM models
- D. PPC models

Answer: C

Question: 4

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.

Answer: A

Question: 5

Terri has created a website for her web design business. Through her SEO efforts and good web content, her site has reached the top position in Google's organic search results for certain keywords. On her site, she has added the phrase 'Recommended by Google' in the header. She does not, however, use this phrase in her Google AdWords ads. Is this a problem according to Google AdWords policies?

- A. Yes, Terri must add this phrase to her Google AdWords advertisements too.
- B. No, Terri can add this info to her site as long as she doesn't put this phrase in her Google AdWords advertisements.
- C. No, Terri's site is recommended by Google as she's on the top, in search results on certain keywords.
- D. Yes, Google doesn't allow ads or sites to add such language that may mislead readers to believe her site is directly affiliated with Google.

Answer: D

Question: 6

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.

Answer: D

Question: 7

Ronnie has created an image ad for her design business. When she searches Google, however, she's not seeing the image ad displayed in the search results' sponsored links. Ronnie then creates a text ad for Google, and this ad shows up in the results. She then deletes the text ad and activates the image ad again - which still doesn't show in the Google search results' sponsored links, like the other ads. Why do you suspect that the image ad isn't showing in the Google Search results as part of the other ads?

- A. Her image ad will only appear in the Google Content Network, not in Google Search.
- B. Her image ad must first be approved by Google before it'll show in the Google Search results.
- C. Her image is probably in a .gif format; images must be in a .jpg format.
- D. Her image is probably too big to be used in the Google search listing.

Answer: A

Question: 8

You manage multiple accounts for Google AdWords as part of your SEO business. You have two assistants who help you manage the accounts through sub-My Client Centers. Because this part of your business has been growing, you have hired a third assistant and created a third My Client Center. What is the process of moving an account from one sub-MCC to the new sub-MCC?

- A. From the top-level My Client Center, choose the name of the managed account you want to move and then click Change Client Manager. Choose the sub-level MCC where the account should be moved to, and then Save Changes.
- B. From the sub-level My Client Center, choose the name of the managed account you want to move to the new sub-level MCC and then click Change Client Manager. Choose the sub-level MCC where the account should be moved to, and then Save Changes.
- C. Accounts cannot be moved between sub-MCCs.
- D. From the new sub-level My Client Center, choose the name of the managed account you want to move to the new sub-level MCC and then click Change Client Manager. Choose the sub-level MCC where the account should be moved from, and then Save Changes.

Answer: A

Question: 9

You are investigating Google AdWords double-serving policy for a client. You learn that Google AdWords doesn't allow multiple ads from the same client, based on duplicate keywords. You also learn that individuals advertising for themselves, or for their own businesses, may only have a single AdWords account. Does Google have any exceptions for the number of AdWords account a person can manage?

- A. Yes, if you have two or more products to sell from the same domain, you can manage one Google AdWords account for each product.
- B. Yes, if you use a My Client Center account, you may have multiple accounts.
- C. No. All Google AdWords participants can have just one Google AdWords account.
- D. Yes, if you have two or more landing sites on different domains, you can manage one Google

AdWords account for each domain.

Answer: B

Question: 10

Charlie sells merchandise online for movie products. His new line of products that he wants to advertise is related to Iron Man. Charlie would like to create an embedded match keyword targeting ad for his Iron Man products, without his ad showing up for the exact match of the movie Iron Man. Which one of the following would allow Charlie's ads to appear for Iron Man Cards and Iron Man Collectibles, but not for the exact match of Iron Man?

- A. ("Iron Man")
- B. {Iron Man}
- C. +["Iron Man"]
- D. -[Iron Man]

Answer: D

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