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**Passit4sure**

**adwords-search**

**Google Search Advertising Advanced Exam**

-  I got an unbelievably wonderful success and it is all due to this VCE file!
-  I have just started using this study material and find them entirely flawless and relevant. Thanks a lot.
-  I am quite happy to find this dump, that's a better way of preparation exam.
-  The practice exams are reviewed by experts and they said 100 percent coverage on explanations and all of questions are reviewed.
-  I would strongly recommend this to anyone studying for this exam.

**Exam A****QUESTION 1**

Fran is evaluating her keywords for her company. She is viewing the ad group for her company, but she'd like to see the Quality Score for the ads and keywords. How can Fran see the Quality Score?

- A. The Quality Score is disabled by default. Fran needs to click 'Columns' and then select 'Qual. Score' to enable the Quality Score column.
- B. The Quality Score is displayed next to each keyword in the keyword list. Fran needs to navigate to her keywords.
- C. Google does not reveal the Quality Score.
- D. The Quality Score is only shown through the Reports feature for ads. Fran needs to create a Performance Report for her keywords.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 2**

Jerry has downloaded and installed the Google AdWords editor. He manages many ads for his company, but the web address for his company is changing. He needs a way to quickly and accurately edit the destination URL for his company's Google AdWords ads, without having to edit them each, individually. What's the best way for Jerry to edit the entire destination domain for his company?

- A. Jerry can do this through Google AdWords editor and the Campaign Manager.
- B. Jerry can do this through the Google AdWords editor through Campaign Manager; by choosing all campaigns and then editing the domain URL for all campaigns.
- C. Jerry can do this through the Google AdWords editor, with the Advanced Editing Tools and the Advanced URL Changes option.
- D. Because Google needs to approve destination URL changes, Jerry will have to use the online Google AdWords editor, and wait for Google's approval.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 3**

How many times a day, can you change your daily budget for a Google AdWords campaign?

- A. Ten

- B. Thirty
- C. As many times as you'd like to.
- D. One

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Updated.

#### **QUESTION 4**

Google AdWords has many categories of items and services for sale which they do not allow for advertisement. Which of the following items is NOT permitted to be advertised on Google AdWords?

- A. Puppies
- B. Cars
- C. Cigars
- D. Political ads

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 5**

Fred is helping a client to create ads for Google AdWords. Fred stresses to the client that they should not only identify keywords for the client's search, but also use the keyword in the Google AdWords display text. Why is this a good thing to do for Google AdWords?

- A. By using the keyword in the ad text Google will give the ad a higher ranking, when a user searches for that exact keyword.
- B. By using the keyword in the ad text Google will cause the ad to move to the top of the search list, when a user searches for that exact keyword.
- C. By using the keyword in the ad text Google will cause the keyword to appear in bold in the ad, when a user searches for that exact keyword.
- D. By using the keyword in the ad text Google will lower the CPC per ad, when a user searches for that exact keyword.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 6**

What tool must you use to create a rich media ad format?

- A. Display Ad Builder
- B. Google Tools
- C. Google Pack
- D. Campaign builder

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 7**

Which of the following statements is true about CPM ads in the Google Content Network?

- A. CPM ads always occupy the entire ad space on a web page in the Google Content Network.
- B. CPM ads require text only in the Google Content Network.
- C. CPM ads are not allowed in the Google Content Network.
- D. CPM ads require prepayment to participate in the Google Content Network.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 8**

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 to watch the video.
- D. The company will pay for each click on the video's stop button, as video ads are being playing automatically.

**Correct Answer: B**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

#### **QUESTION 9**

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 to watch the video.
- D. The company will pay for each click on the video's stop button, as video ads are being playing automatically.

**Correct Answer: B**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

#### **QUESTION 10**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:****QUESTION 11**

Sally is optimizing her Google AdWords account for her catering hall. The catering hall is in an old castle near Phoenix, Arizona. The castle is a landmark for Phoenix residents and it's a popular place for weddings, banquets, and parties. Which one of the following is the best choice for targeting Sally's market to a very specific area?

- A. Customized targeting
- B. Region and City targeting
- C. Country targeting
- D. City targeting

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 12**

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

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 13**

Bill and Sally are working together on a large Google AdWords campaign, though they are in two separate locations. Sally has exported her proposed changes to Bill in the Google AdWords Editor and Bill has imported the Account Snapshot through his Google AdWords Editor. When Bill examines the proposed changes Sally has made, how will he know which changes are proposed?

- A. Proposed changes are in purple.
- B. He'll need to compare his version with Sally's version of the campaigns.
- C. Proposed changes are in red.
- D. Proposed changes are in blue.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 14**

You are a Google AdWords professional explaining how your client should create a budget for their Google AdWords campaign. The client is confused how Google AdWords determines the lowest possible value for the highest position of the ad. You explain that Google AdWords uses a combination of the Quality Score and the CPC bid. The customer still isn't satisfied and wants a more in-depth explanation. Which of the following is the best description how Google AdWords determines ad ranks in search pages?

- A. Google AdWords will divide the Ad Rank of the ad showing above you by your Quality Score, then round off to the nearest cent.
- B. Google AdWords will divide the Ad Rank of the ad showing beneath you by your Quality Score, then round off to the nearest cent.
- C. Google AdWords will divide the Ad Rank of the average bid of all ads competing you're your keywords by your Quality Score, then round off to the nearest cent.
- D. Google AdWords considers whoever bids the highest for a keyword and then that person moves to the top of the order.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 15**

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' Notification Center, download the report, and then email it to John.
- 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' Report Center and have it emailed to you and John on a regular basis.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 16**

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. Search Terms Report
- C. Placement tool
- D. Keyword tool

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 17**

All Google AdWords are reviewed for the content and compliance with Google policy. If an advertiser creates an advertisement that is deemed to be adult in nature, which one of the following statements would not apply to the advertiser?

- A. Google does not accept adult ads.
- B. Adult ads won't appear for search queries that aren't considered adult in nature, even if the query is used as a keyword in the campaign.
- C. Non-family and adult ads won't appear on some sites and products in the Google Network that choose to accept only family safe ads.
- D. Adult ads won't appear for search queries that aren't considered adult in nature, even if the query is used as a keyword in the campaign.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 18**



Sam has created a Google AdWords advertisement for his consignment clothing store in San Francisco. Sam wants to make certain that his ad catches people's attention. Which of the following examples would be permissible for Google AdWords policies?

- A. New 2U Clothes
- B. Newly Used Clothes!
- C. Best Clothes!
- D. G-o-o-d-c-l-o-t-h-e-s

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 19

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. CPM models
- C. PPC models
- D. SEO for good web content

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 20

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

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 21**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 22**

Holly has a business of selling coffee beans online. She would like to start using Google AdWords but she has a limited budget for advertising. Which one of the following keywords would likely help Holly the most, considering her limited budget?

- A. -tea -free -samples
- B. Coffee
- C. Holly should add as many keywords as possible and then use the CPM method.
- D. Gourmet coffee beans

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 23**

Caroline is working to optimize her Google AdWords. She wants to experiment with the content of her website, to determine what users are responding to, best. She is receiving clickthroughs to her website, but she wants to convert more of these users to sales. What tool can Caroline use to test parts of her website?

- A. Traffic Estimator
- B. Google Analytics
- C. Conversion optimizer
- D. Website optimizer

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 24

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 25

There are three components of Quality score. Which of the following is NOT a component of Quality score?

- A. Relevancy
- B. Inbound links
- C. Clickthrough rate
- D. The Landing page

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 26**

Jerry has downloaded and installed the Google AdWords editor. He manages many ads for his company, but the web address for his company is changing. He needs a way to quickly and accurately edit the destination URL for his company's Google AdWords ads, without having to edit them each, individually. What's the best way for Jerry to edit the entire destination domain for his company?

- A. Jerry can do this through the Google AdWords editor through Campaign Manager; by choosing all campaigns and then editing the domain URL for all campaigns.
- B. Jerry can do this through the Google AdWords editor, with the Advanced Editing Tools and the Advanced URL Changes option.
- C. Jerry can do this through Google AdWords editor and the Campaign Manager.
- D. Because Google needs to approve destination URL changes, Jerry will have to use the online Google AdWords editor, and wait for Google's approval.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 27**

Jane has an advertisement that needs to appear for users in Germany, France, Belgium, and Spain. Before she approves the ad, Jane is curious about which locations receive the most queries for her keywords. With this information Jane could adjust her budget accordingly, per country. What tool can Jane use to determine which locations receive the most queries for her keyword?

- A. Google Insights for Search
- B. Region Targeting Tool
- C. Google Analytics
- D. International Keyword Query Tool

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 28**

Steve is a web marketing consultant, and he's reviewing a client's Google AdWords. Steve is interested in the keyword analysis field on the Keywords tab, in the client's campaign. When Steve looks at the keywords quality score, he can determine how well the keyword is likely to perform. What is the scale that Google displays the Quality Score?

- A. Very high, Moderate, Low, Poor
- B. Google does not reveal the Quality Score as it is proprietary information.
- C. 1 to 100
- D. 1 to 10

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 29**

You have created a report for you and your client, regarding several performance factors. You receive an email asking you to download your report from the Report Center. Your report, as it turns out, is too big for Google to email. What is the maximum size of reports in an email sent through Google?

- A. 66MB
- B. 50MB
- C. 25MB
- D. 2MB

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 30**

AdWords Editor is account management software. Which of the following are the benefits of using AdWords Editor? Each correct answer represents a complete solution. Choose all that apply.

- A. You can perform advanced searches and edits.
- B. You can work offline on your Mac or PC.

- C. You can store and navigate one or more accounts.
- D. You upload changes to AdWords at any time.

**Correct Answer:** ABCD

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### **QUESTION 31**

You have decided to put several of your Google AdWords accounts into a Manager Defined Spend. With this approach, how will you be required by Google to pay for the billing?

- A. Credit card
- B. Bank transfer
- C. Check or Wire Transfer
- D. Each account in the MCC will need to have a credit associated with it, to pay for their CPC or CPM charges.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### **QUESTION 32**

You have created four ads for your business. When you create multiple Google AdWords ads, how does Google determine which of the four ads to show, when a keyword triggers the ad?

- A. The ads are shown based on performance.
- B. The ads are shown in the order in which they were created.
- C. The ads are shown in rotation.
- D. The ads are shown in alphabetical order.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 33**

You are managing several Google AdWords ads for your company. You have configured a report that will show your clickthrough rate, geographical information, demographics, and costs for each of your Google AdWords ads. You have scheduled the report to run on a regular basis. What option can you choose, to be notified of the report when it's finished running?

- A. The report will appear automatically on the Reports page - as long as you don't close your browser.
- B. You can choose the option "Whenever the report runs, send email to:", and then enter a valid email address.
- C. The report will be emailed to your Google AdWords email address when it's complete.
- D. You'll automatically be notified with a green play button on the Reports page, when the report is done.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 34**

Placements are the locations on the Google Content Network where an ad can appear. What targeting features are offered by AdWords to target ads to the placements? Each correct answer represents a complete solution. Choose all that apply.

- A. Automatic placements
- B. Manual placements
- C. Excluded placements
- D. Managed placements

**Correct Answer:** ACD

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 35**

Google AdWords has many categories of items and services for sale which they do not allow for advertisement. Which of the following items is NOT permitted to be advertised on Google AdWords?

- A. Cigars
- B. Puppies

- C. Cars
- D. Political ads

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 36**

George has hired you to help create a new Google AdWords campaign. George is concerned about the costs of the ads and wants to keep his advertising costs to a minimum, while still attracting solid leads for his business. Which of the following options would best achieve George's goal?

- A. You should advice George to use the CPM method.
- B. You should use the negative keywords to filter out words that don't apply to George's busin ess.
- C. You should use the broader matching option to give George much-needed exposure.
- D. You should use the narrower matching options to give George good clicks for his budget.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 37**

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

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

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Corrected.



**QUESTION 38**

When a Google AdWords user targets a language for his business, there are three choices as part of the targeting. Which of the following is NOT a language targeting choice in Google AdWords?

- A. Multiple languages
- B. Combine with location targeting
- C. Single language
- D. Domain origination

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 39**

Steve is managing several Google AdWords account for his clients. Steve would like a way to prevent his clients' ads from showing on his network. What tool can Steve use, to prevent his clients' ads from appearing?

- A. Steve can use the 'Don't Show My Clients' Ads' feature in Account Manager.
- B. Steve can't block Google AdWords ads from appearing - he just shouldn't click on them.
- C. Steve can use the 'Prevent Ads from Displaying to Me' option in Account Manager.
- D. Steve can use the 'IP Address Exclusion Tool' option in Account Manager.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 40**

Which of the following statements is true about CPM ads in the Google Content Network?

- A. CPM ads require prepayment to participate in the Google Content Network.
- B. CPM ads always occupy the entire ad space on a web page in the Google Content Network.
- C. CPM ads are not allowed in the Google Content Network.
- D. CPM ads require text only in the Google Content Network.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 41**

You have created a Google AdWords ad using the keyword [oil painting] for your advertisement. Which of the following searches would most likely cause your ad to be displayed on Google?

- A. Oil Painting
- B. Paintings in Oil
- C. Any phrase with the keyword oil painting, such as old oil paintings
- D. Watercolor painting

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 42**

You are a Google AdWords consultant for several clients in your city. One of your clients has asked you to create a report for them that will show where their ads have appeared in the Google Content Network. What report will you create for this client?

- A. URL Performance Report
- B. Reach and Frequency Report
- C. Placement Performance Report
- D. Geographic Performance Report

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 43**

You are reviewing your conversions from Google AdWords. If you are tracking conversions using the one-per-click approach, and you had 45 clicks in one month but you had 75 conversions, how many conversions from Google AdWords would you actually count?

- A. 60 percent
- B. 45
- C. 1.66
- D. 75

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 44**

Holly is managing the online marketing efforts for a bakery in her city. Holly is building the bakery's website with the intent of the site being able to be ranked high in the Google's organic listings. Holly is focusing on keywords that users will likely be searching for, such as 'wedding cakes' and 'cupcakes' for her city. What term best describes the goals Holly has for the bakery's website?

- A. Localized search results
- B. Search engine marketing
- C. Search engine optimization
- D. Organic marketing

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 45**

A client wants to include a video advertisement as part of their network advertisements. They're concerned, however, about the type of cookies that Google uses. What type of cookie does Google use in the Google Content Network advertising services?

- A. Persistent cookies
- B. DART cookies
- C. Session cookies
- D. Third party cookies

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 46**

Martha has created two ads through Google AdWords. Both ads show that they are eligible, but one ad has the message 'Bid is below the first page bid estimate' and a value for the bid. Which one of the following is an improvement Martha should try, to optimize her ads?

- A. Increase the ad's cost per impression bid
- B. Increase the ad's cost per click bid
- C. Change her ad to an image ad
- D. Change the destination URL of her ad

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 47**

You manage six accounts through My Client Center. You have just hired an assistant to help manage the accounts, and you want her to manage three of the six accounts. Which of the following procedures describes the correct process to allow your assistant to manage the three accounts, while still retaining access to all of the accounts?

- A. You cannot retain access to all the accounts and simultaneously assign your assistant three of the six accounts.
- B. You'll unlink the three accounts from your MCC. Your assistant will create a MCC and link to the three accounts. You'll then link your assistant's MCC to your MCC.
- C. You'll unlink the three accounts from your MCC. Your assistant will create a MCC and link to the three accounts. You'll then link your account to your assistant's MCC.
- D. You'll unlink the three accounts from your MCC. Your assistant will create a MCC and link to the three accounts.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 48**

Doug is managing a Google AdWords for a golf course. His client informs Doug that he no longer wants the Google AdWords to appear anywhere other than the Google Search and Search Partners. How can Doug edit this ad to appear only in Google Search?

- A. Open the campaign page and then choose the Settings tab to edit where the ad will appear.
- B. Pause the current ad, remove the ad from the Google Network group, and only select Google Search results, then start the ad again.
- C. Open the campaign page and then choose Search Listings to edit where the ad will appear.
- D. Open the ad page and then choose the Settings tab to edit where the ad will appear.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 49**

You and a competitor in your region are competing for ad position based on a particular keyword. Your competitor has recently stopped running their Google ads. What is likely to happen to your advertisements?

- A. The conversion rate for your ad will increase.
- B. The quality score of your ad will decrease.
- C. The number of clicks on your ad will likely go up.
- D. The number of clicks on your ad will likely go down.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 50**

Sally is optimizing her Google AdWords account for her catering hall. The catering hall is in an old castle near Phoenix, Arizona. The castle is a landmark for Phoenix residents and it's a popular place for weddings, banquets, and parties. Which one of the following is the best choice for targeting Sally's market to a very specific area?

- A. City targeting
- B. Region and City targeting

- C. Country targeting
- D. Customized targeting

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 51**

There are three tools you can use to manage multiple accounts with Google AdWords. Which of the following is NOT a tool you can use, to manage multiple accounts?

- A. My Client Center
- B. AdWords Editor
- C. Campaign Manager
- D. AdWords API

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 52**

Jeff runs a dry cleaning business in his city. He'd like to use customized location targeting for his business, so he's hired you to help him create an ad with customized location targeting. You tell Jeff that he has three choices, when it comes to customized location targeting in Google AdWords. Which of the following is not a valid choice for the customized location targeting?

- A. Entering a physical address
- B. Selecting a point on the map
- C. Using a multi-point targeting approach
- D. Using a triangulation approach based on a phone number

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 53**

Oliver is managing the Google AdWords account for his company. He has created a daily budget of \$20 for a CPC campaign. Oliver discovers that Google may allow up to 20 percent more clicks than his daily budget allows. Based on this information, what is the most Oliver could pay in a 30-day billing cycle?

- A. \$600
- B. \$20
- C. \$720
- D. It depends on the number of clicks on his ad

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 54**

Larry has created an ad group that he's indicated to appear as part of the Google Content Network. Larry wants to know how his ad will be ranked in the content network. You tell Larry that the ad's past performance on this, and similar sites, and the landing page quality affect how Larry's ad will be ranked. What other factors affect how Larry's ad will be ranked in the Content Network?

- A. The ad group default bid
- B. The duration of the ad campaign
- C. Image ads are given ranking priority over text ads
- D. Rich media ads are given ranking priority over text ads

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 55**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 56**

How often does Google calculate a quality score?

- A. Hourly
- B. Once
- C. Daily
- D. Every time a keyword matches a search query

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 57**

Google AdWords Editor allows you to export account information in four different formats. Which of the following is NOT one of the four formats, Google AdWords Editor allows you to export to?

- A. Export Data (TXT)
- B. Export Backup (AEA)
- C. Export Summary (HTML)
- D. Export Spreadsheet (CSV)



**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 58**

Beth is new to Google AdWords and she's creating a new ad. Beth is confused about what type of keyword targeting should she be using in her ad. She wants to use the keyword Indiana corn, but wants to make certain that people are really searching for Indiana corn or something close to it. Which matching type would you recommend to Beth?

- A. Phrase match keyword targeting
- B. Negative match keyword targeting
- C. Broad match keyword targeting
- D. Exact match keyword targeting

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 59**

You are managing a Google AdWords campaign for your company and your manager, Beth, is meeting with you about the campaign. Beth would like to start using video ads as part of the online marketing effort. She's hired a studio to create some ads featuring some of the products your company sells. Beth wants to keep costs at a minimum so she wants you to use the CPM pricing for the video ads. Which one of the following statements best describes an issue you'll need to resolve for video ads based on this information?

- A. There's no problem here - this is a great plan to share product information and keep prices low.
- B. There's no problem here - by using the CPM method your company will only pay when the advertisement is watched.
- C. There is a problem here - the CPM method charges for the opening image, even if the video isn't played.
- D. There is a problem here - video ads don't use the CPM method, only the CPC method.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 60**

A consultant has recommended that Allen use Google's tool, the Website Optimizer, to improve his site quality and ad performance. Allen isn't certain why he should use the Website Optimizer. Which of the following statements best describes, what the Website Optimizer does for webmasters and Google AdWords participants?

- A. Google's Website Optimizer is a subscription-based service, where Google designers will redesign and optimize Allen's website. Allen must subscribe to the service for at least 90 days.
- B. Google's Website Optimizer is a free tool that will give Allen detailed data on his site, including how users found his site, what route they used to explore it, and at what point they left.
- C. Google's Website Optimizer is a tool that allows Allen to test different versions of his site content and layout, to determine what will best attract users, and lead them to convert on his site.
- D. Google's Website Optimizer is a tool that will automatically optimize web pages.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 61**

Gary is managing many different Google AdWords accounts for his clients. How many AdWords accounts can be associated with a Google Account login?

- A. 100
- B. 1
- C. Unlimited
- D. 10

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 62**

You are managing a Google AdWords account for your company. Your manager informs you that she wants you to create a daily budget of \$75 and hit this budget everyday in Google ads, but also get the most clicks as possible for this budget. Considering this scenario, which of the following tools will help you hit your daily budget of \$75, and still maximize the clicks you receive?

- A. Use the automatic bidding option
- B. Use the conversion optimizer
- C. Use the ad scheduling option
- D. Use a CPM ad campaign

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 63**

How many characters are Google AdWords clients allowed to use in their destination URL?

- A. 1,024 characters
- B. There is no limit, as the destination URL doesn't show in the advertisement.
- C. 75 characters
- D. 35 characters

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 64**

A client wants to include a video advertisement as part of their network advertisements. They're concerned, however, about the type of cookies that Google uses. What type of cookie does Google use in the Google Content Network advertising services?

- A. DART cookies
- B. Persistent cookies
- C. Session cookies
- D. Third party cookies

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 65**

Jane has an advertisement that needs to appear for users in Germany, France, Belgium, and Spain. Before she approves the ad, Jane is curious about which locations receive the most queries for her keywords. With this information Jane could adjust her budget accordingly, per country. What tool can Jane use to determine which locations receive the most queries for her keyword?

- A. Google Insights for Search
- B. Google Analytics
- C. International Keyword Query Tool
- D. Region Targeting Tool

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 66**

Ben is creating a Google AdWords campaign for his carpentry business. He's using the keyword tools to generate keywords for his account, but would like a method to create a keyword list, based on a webpage that lists all of his services. Is this possible with Google AdWords?

- A. Yes, Ben should use the Opportunities tab, and then click generate based on domain option .
- B. Yes, Ben should use the Keyword Tool's generate keywords on destination URL option.
- C. No, the Keyword Tool can only recommend keywords based on the keywords the account owner enters.
- D. Yes, Ben should use the Keyword Tool's website content option.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 67**

Beth is advising Mark on his online business and his SEO and SEM goals. Mark has identified his first goal of search engine marketing: to get people to sign up for his free newsletter. Beth agrees that this is a good goal. What term should Beth and Mark use to describe their goal in this instance?

- A. Client
- B. Branding
- C. Direct response
- D. Conversion

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 68**

Google currently supports four different mobile markup languages for mobile ads. Which one of the following is NOT a mobile markup language that Google supports?

- A. SyncML (Open Mobile Alliance)
- B. Chtml (imode, etc)
- C. Wml (WAP 1.x)
- D. Xhtml (WAP 2.0)

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 69**

There are several reasons why you should optimize your Google AdWords advertising. Which of the following is NOT one of the benefits you'll likely receive, by optimizing your keywords?

- A. Your quality score will be higher.
- B. You'll reach a more diverse audience.
- C. Your advertising will become more effective.
- D. Your advertising costs will be lower.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 70**

When Google advertisers create new Google AdWords, they have three options for the types of keyword matching they can use. Which of the following keyword targeting is demonstrated by putting the keyword in quotes?

- A. Broad match
- B. Phrase match
- C. Exact match
- D. Quote match

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 71**

Mike is examining his Google AdWords account and he notices the Ad Groups tab. What does the Ad Groups tab reveal?

- A. All ads that are grouped by keywords
- B. All ad groups from all campaigns
- C. All ad groups from a single campaign
- D. All ads created in Google AdWords

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 72**

Which of the following options is NOT a custom alert type that you can create for an individual ad in Google AdWords?

- A. Number of Impressions
- B. Competitor's ad ranking

- C. Average CPC
- D. Cost

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### QUESTION 73

Ryan is reading about the Google AdWords policies. He learns that Google AdWords can be disapproved for several different reasons such as misspellings, content, and ads which are misleading or confusing. Ryan creates an advertisement for his micro-brewery beer. What will Google do with this advertisement?

- A. If the ad is approved, it will be given a Non-Family status.
- B. It will not be approved; Google doesn't accept ads for beer.
- C. The ad will be approved as Google does accept ads for beer, but not hard alcohol and liqueur.
- D. It will not be approved until Ryan digitally signs proof of his age to advertise beer on Google.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### QUESTION 74

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

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 75**

You are a consultant for David's company and he's asked you to help him create a Google AdWords for his company's products. You and David develop a keyword list and the ad has now been running for two weeks. David wants to edit the keyword list, but you tell him the ads should run longer before editing the list. How long does Google recommend the keyword list and ads run, before evaluating their performance?

- A. 30 days
- B. You can edit the ads immediately.
- C. 21 days
- D. 14 days

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 76**

You have created four ads for your business. When you create multiple Google AdWords ads, how does Google determine which of the four ads to show, when a keyword triggers the ad?

- A. The ads are shown in rotation.
- B. The ads are shown in the order in which they were created.
- C. The ads are shown based on performance.
- D. The ads are shown in alphabetical order.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 77**

Holly is managing the online marketing efforts for a bakery in her city. Holly is building the bakery's website with the intent of the site being able to be ranked high in the Google's organic listings. Holly is focusing on keywords that users will likely be searching for, such as 'wedding cakes' and 'cupcakes' for her city. What term best describes the goals Holly has for the bakery's website?



- A. Organic marketing
- B. Search engine marketing
- C. Search engine optimization
- D. Localized search results

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 78**

There are just two reasons why a managed account is ineligible for Manager Defined Spend in Google AdWords. One reason is because an account is billed directly. What is the other reason why a managed account cannot participate in Manager Defined Spend in Google AdWords?

- A. The account is on monthly invoicing
- B. The account is on direct debit
- C. The account is a prepay account
- D. The account is on credit card postpay

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Still Valid.

#### **QUESTION 79**

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

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 80**

Which of the following is used by Google to retrieve information?

- A. Doc server
- B. FTP server
- C. News server
- D. IRC server

**Correct Answer: A**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 81**

Which of the following is the amount a user is comfortable spending on AdWords advertising each day?

- A. Ad scheduling
- B. Ad rotation
- C. Budget
- D. Frequency capping

**Correct Answer: C**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 82**

All of the following formats Google AdWords Editor allows to export except for which one?

- A. AEA

- B. CSV
- C. TXT
- D. HTML

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### **QUESTION 83**

All of the following mobile markup languages are supported by Google except for which one?

- A. Xhtml (WAP 2.0)
- B. Wml (WAP 1.x)
- C. Chtml (imode, etc)
- D. SyncML (Open Mobile Alliance)

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### **QUESTION 84**

What is the maximum size that Google allows, for reports to be emailed?

- A. 10 MB
- B. 5 MB
- C. 1 MB
- D. 2 MB

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 85**

The Keyword tool helps to identify relevant keywords in order to add to a prescribed ad group. Where should the Keyword tool be accessed from?

- A. The Keywords tab after clicking on the Add Keywords button
- B. The Settings tab after clicking on the Add Keywords button
- C. The Advanced tab
- D. The Keywords tab

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 86**

In which of the following conditions is the Site Exclusion tool used?

- A. When campaign shows irrelevant clicks.
- B. When the campaign shows a very high number of clicks, but a very low conversion rate for a specific placement.
- C. When the campaign shows a very low number of clicks, but a very high conversion rate for a specific placement.
- D. When campaign shows relevant clicks.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 87**

Which of the following is required to raise awareness and visibility of a product or service?

- A. Clickthrough rating
- B. Branding
- C. Monitoring
- D. Tracking

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 88**

Which of the following allows you to prevent an ad from appearing in relation to certain phrases, or exact matches?

- A. Exact match
- B. Broad match
- C. Embedded match
- D. Negative match

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 89**

Which of the following helps advertisers reach users across the Internet; from small newsletters to large search engines?

- A. AdWords Editor
- B. Google Network
- C. Google Analytics
- D. Picasa

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 90**

Which of the following is the default setting for the Keywords?

- A. Broad match

- B. Exact match
- C. Phrase match
- D. Negative match

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 91**

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

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

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 92**

Which of the following matches eliminates the searched phrases?

- A. Negative match
- B. Phrase match
- C. Broad match
- D. Exact match

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 93**

Which of the following policies prohibits advertising if the business model is deemed unacceptable according to AdWords Terms and Conditions?

- A. Link policies
- B. Content policies
- C. Quality policies
- D. Editorial and format policies

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 94**

Which of the following terms refers to the amount of time it takes for a user to view the landing page after clicking an ad?

- A. Load time
- B. Click-through rate
- C. ROI
- D. Quality score

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 95**

Which of the following policies prohibits affiliates from using destination URLs that automatically redirects to another Website?

- A. Quality
- B. Editorial and format policies
- C. Link policies
- D. Content policies

**Correct Answer:** C

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 96**

Which of the following is a policy that defines guidelines for what you can and cannot advertise or promote?

- A. Link
- B. Editorial and format
- C. Quality
- D. Content

**Correct Answer: D**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 97**

Which of the following is the process of promoting and marketing a website through paid listings on search engines?

- A. Organic marketing
- B. Inorganic marketing
- C. Search engine optimization
- D. Search engine marketing

**Correct Answer: D**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 98**

Which of the following strategies is used by Google to help prevent irrelevant clicks on your ads?

- A. Work with lobby government to improve IP address information.



- B. Display the name of your targeted region below your ad text.
- C. Display the IP address of irrelevant clicks.
- D. Work with ISPs and telecom companies to improve IP address information.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 99**

Which of the following formulas is the correct formula for finding the return on investment for Google AdWords?

- A.  $(\text{Revenue from sales} - \text{Advertising costs}) / \text{Advertising costs}$
- B.  $\text{Revenue from sales} - \text{Revenue from advertisement}$
- C.  $(\text{Revenue from sales} - \text{Advertising costs})$
- D.  $(\text{Revenue from sales} - \text{Advertising costs}) / \text{Duration of Ad}$

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 100**

Which of the following is used to describe the return on investment for Google AdWords campaigns?

- A. Return on Ad Investment
- B. Return on bounce rate
- C. Return on keyword spend
- D. Return on Ad Spend

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Accurate.

**QUESTION 101**

Which of the following is used to track the number of users elected to subscribe to a newsletter?

- A. View of a key page
- B. Leads
- C. Purchase/Sale
- D. Signup label

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 102**

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

- A. 1 conversion (ten-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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 103**

Which of the following statements is true about quality score?

- A. Quality Score is calculated when the Google ad is created.
- B. Quality Score is calculated daily based on the ad text.
- C. Quality Score is calculated every time your keyword matches a search query.
- D. Quality Score is calculated every time your keyword matches a search query by the bid for your ad position.

**Correct Answer:** C

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 104**

What will you do to enable phrase matching for a particular keyword?

- A. Enclose it in curly brackets.
- B. Add a (-) sign before the keyword.
- C. Add a (+) sign before the keyword.
- D. Enclose it with quotation marks.

**Correct Answer: D**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 105**

Which of the following tabs is used to target group of users in the Google Content Network?

- A. Campaigns tab
- B. Keywords tab
- C. Networks tab
- D. Audiences tab

**Correct Answer: D**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 106**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 107**

Which of the following provides the most information about a campaign's overall performance?

- A. CPC
- B. CTR
- C. Placement performance report
- D. Clicks

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 108**

Which of the following are used to describe the search results that are not in paid listings?

- A. Real listings
- B. Unpaid listings
- C. Organic search listings
- D. Google search listings

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 109**

Which of the following tools is used to generate new ideas for the Keywords including Negative Keywords?

- A. Keyword Tool
- B. Traffic Estimator
- C. Placement Tool
- D. AdWords Editor

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 110**

Which of the following applications allows you to download and edit campaigns offline?

- A. AdWords Editor
- B. Keyword Tool
- C. Google Analytics
- D. Keyword Tool Supercharger

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 111**

Which of the following reports in Google Analytics is used to identify where you are losing visitors on the path to conversion?

- A. Top Exit Pages
- B. Site Overlay
- C. Funnel Visualization
- D. Top Landing Pages

**Correct Answer:** C

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 112**

Which of the following provides you an excellent way to reach your users even if they are physically located in non-native areas?

- A. Language targeting
- B. Device targeting
- C. Keywords targeting
- D. Location targeting

**Correct Answer: A**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 113**

Which of the following reports in Google Analytics is used to learn how well (or poorly) the landing pages are performing?

- A. Top Landing Pages
- B. Funnel Visualization
- C. Top Exit Pages
- D. Site Overlay

**Correct Answer: A**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 114**

How many accounts can be edited using Google AdWords Editor at a time?

- A. 5

- B. 1
- C. 2
- D. 4

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 115**

How many AdWords accounts can be associated with a Google Account login?

- A. 5
- B. 15
- C. 10
- D. 1

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 116**

All of the following tools are used to manage multiple accounts with Google AdWords except for which one?

- A. Campaign Manager
- B. AdWords API
- C. AdWords Editor
- D. My Client Center

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 117**

Which of the following allows developers to interact with Google AdWords through software interfaces?

- A. Google Analytics
- B. AdWords API
- C. AdWords Editor
- D. Campaign Manager

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 118**

Which of the following tools is used to manage multiple Google AdWords accounts?

- A. My Client Center
- B. Picasa
- C. Keyword Tool
- D. Campaign Manager

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 119**

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



**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 120**

Which of the following settings limits the number of times your ads appear on the Display Network to a unique user?

- A. Ad rotation
- B. Frequency capping
- C. Bidding option
- D. Ad scheduling

**Correct Answer: B**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 121**

All of the following are related to branding except for which one?

- A. Presence of a business
- B. Recognizable name
- C. Logo
- D. Sale

**Correct Answer: D**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 122**

Which of the following tabs will you use to see and edit details of all the ad groups in your AdWords account?

- A. Ad groups

- B. Status
- C. Statistics
- D. Campaign

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 123**

Which of the following is a type of report that tracks AdWords conversions with basic and custom conversion tracking feature?

- A. Statistical reporting
- B. Conversion reporting
- C. Campaigns
- D. Budget

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 124**

You have created a report for you and your client, regarding several performance factors. You receive an email asking you to download your report from the Report Center. Your report, as it turns out, is too big for Google to email. What is the maximum size of reports in an email sent through Google?

- A. 66MB
- B. 50MB
- C. 2MB
- D. 25MB

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 125**

You are a Google AdWords consultant for your company and you'd like to do conversion tracking. How do you participate in the Google AdWords conversion tracking?

- A. Through Google AdWords you'll enable conversion tracking through your Home tab and Track Conversions.
- B. Through your Google AdWords account you'll choose Reporting, Edit Settings, and then check Customize tracking indicator.
- C. You must add the Google AdWords conversion tracking code to your website's HTML code.
- D. You'll compare your Google AdWords traffic to your site with the number of sales, signups, or other conversion targets, to determine your conversions.

**Correct Answer: C**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 126**

Lisa would like to create a mobile ad for her arts theatre in her city. If Lisa creates the mobile ad what rule does Google require for the ad's clickthrough?

- A. The mobile ad cannot include images or videos.
- B. The mobile ad must include a 'Map' link for Google maps.
- C. The mobile ad must include a 'Call' link at the end of the ad.
- D. The mobile ad must lead to a mobile website.

**Correct Answer: D**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 127**

You are a consultant for David's company and he's asked you to help him create a Google AdWords for his company's products. You and David develop a keyword list and the ad has now been running for two weeks. David wants to edit the keyword list, but you tell him the ads should run longer before editing the list. How long does Google recommend the keyword list and ads run, before evaluating their performance?

- A. 30 days

- B. 21 days
- C. You can edit the ads immediately.
- D. 14 days

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 128**

Fran is evaluating her keywords for her company. She is viewing the ad group for her company, but she'd like to see the Quality Score for the ads and keywords. How can Fran see the Quality Score?

- A. Google does not reveal the Quality Score.
- B. The Quality Score is disabled by default. Fran needs to click 'Columns' and then select 'Qual. Score' to enable the Quality Score column.
- C. The Quality Score is displayed next to each keyword in the keyword list. Fran needs to navigate to her keywords.
- D. The Quality Score is only shown through the Reports feature for ads. Fran needs to create a Performance Report for her keywords.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 129**

You are managing a Google AdWords account for your company. Your manager informs you that she wants you to create a daily budget of \$75 and hit this budget everyday in Google ads, but also get the most clicks as possible for this budget. Considering this scenario, which of the following tools will help you hit your daily budget of \$75, and still maximize the clicks you receive?

- A. Use the ad scheduling option
- B. Use a CPM ad campaign
- C. Use the conversion optimizer
- D. Use the automatic bidding option

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 130**

Eddy is managing his company's AdWords along with Jon and Fred, using Google AdWords Editor. Jon wants to know how many accounts can be edited at once, since he's many accounts to edit. What should Eddy tell Jon?

- A. The AdWords Editor allows you to edit up to five accounts at once.
- B. The AdWords Editor allows you to edit only one account at a time.
- C. The AdWords Editor allows you to edit up to five accounts at once if you synch with the Google AdWords My Client Center.
- D. The AdWords Editor allows you to edit up to 100 accounts at once.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 131**

Google AdWords has many categories of items and services for sale which they do not allow for advertisement. Which of the following items is NOT permitted to be advertised on Google AdWords?

- A. Puppies
- B. Cars
- C. Political ads
- D. Cigars

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 132**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 133**

Sam has created a Google AdWords advertisement for his consignment clothing store in San Francisco. Sam wants to make certain that his ad catches people's attention. Which of the following examples would be permissible for Google AdWords policies?

- A. Best Clothes!
- B. New 2U Clothes
- C. Newly Used Clothes!
- D. G-o-o-d-c-l-o-t-h-e-s

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 134**

How often does Google calculate a quality score?

- A. Hourly
- B. Once
- C. Daily
- D. Every time a keyword matches a search query

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 135**

Henry has created an ad for a sales event at his business. His headline reads 'Huge Sales Event!!!' and his content for the ad reads 'All Cars and Trucks are on Sale This Weekend!' What problems will Google AdWords have with this ad, based on this headline and content?

- A. Henry cannot advertise cars in Google AdWords.
- B. Henry can only have one exclamation point.
- C. Henry can only have one exclamation point per line.
- D. Henry cannot use upper case letters in the content area.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 136**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 137**

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 landing page for Google AdWords traffic 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 sales page 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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 138**

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. Keyword tool
- B. Placement tool
- C. Search Terms Report
- D. Traffic Estimator

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 139**

Jerry has downloaded and installed the Google AdWords editor. He manages many ads for his company, but the web address for his company is changing. He needs a way to quickly and accurately edit the destination URL for his company's Google AdWords ads, without having to edit them each, individually. What's the best way for Jerry to edit the entire destination domain for his company?

- A. Jerry can do this through the Google AdWords editor, with the Advanced Editing Tools and the Advanced URL Changes option.
- B. Because Google needs to approve destination URL changes, Jerry will have to use the online Google AdWords editor, and wait for Google's approval.
- C. Jerry can do this through Google AdWords editor and the Campaign Manager.
- D. Jerry can do this through the Google AdWords editor through Campaign Manager; by choosing all campaigns and then editing the domain URL for all campaigns.

**Correct Answer:** A



**Section: (none)**

**Explanation**

**Explanation/Reference:**

Absolutely right.

**QUESTION 140**

Alice is managing a Google AdWords campaign for her company. She is currently using just text ads and mobile ads, but has recently decided to try device platform targeting. She tells her manager that she's going to target iPhones for her ads. Her manager is concerned that this isn't a good idea, because she's already using mobile ads. What should Alice do?

- A. There's no reason to use device platform targeting for iPhones, because Alice is already using mobile ads.
- B. Device platform targeting has no bearing on mobile format ads.
- C. There's no reason to change anything; mobile ads show up in iPhones already.
- D. Targeting iPhones and other mobile devices will remove the text ads from Google search, unless the users are on an iPhone or other mobile device.

**Correct Answer: B**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 141**

Martha has created two ads through Google AdWords. Both ads show that they are eligible, but one ad has the message 'Bid is below the first page bid estimate' and a value for the bid. Which one of the following is an improvement Martha should try, to optimize her ads?

- A. Change the destination URL of her ad
- B. Increase the ad's cost per click bid
- C. Increase the ad's cost per impression bid
- D. Change her ad to an image ad

**Correct Answer: B**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 142**

When Google advertisers create new Google AdWords, they have three options for the types of keyword matching they can use. Which of the following

keyword targeting is demonstrated by putting the keyword in quotes?

- A. Exact match
- B. Phrase match
- C. Quote match
- D. Broad match

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 143**

AdWords Editor is account management software. Which of the following are the benefits of using AdWords Editor?  
Each correct answer represents a complete solution. Choose all that apply.

- A. You upload changes to AdWords at any time.
- B. You can perform advanced searches and edits.
- C. You can store and navigate one or more accounts.
- D. You can work offline on your Mac or PC.

**Correct Answer:** ABCD

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 144**

You have created four ads for your business. When you create multiple Google AdWords ads, how does Google determine which of the four ads to show, when a keyword triggers the ad?

- A. The ads are shown in the order in which they were created.
- B. The ads are shown in alphabetical order.
- C. The ads are shown based on performance.
- D. The ads are shown in rotation.

**Correct Answer:** C

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 145**

Nancy has created a campaign for her boutique. She has customized the ad and targeted her city and specific content. Nancy has noticed that her ad performs best on Tuesdays and Wednesdays, as people prepare for their weekend plans. Nancy would like to automatically adjust her bids for keywords on Tuesdays and Wednesdays. Is this possible?

- A. Yes, Nancy can do this through Google AdWords' Demographic bidding.
- B. No, Google AdWords can automatically change the bids, but only for seven-day increments .
- C. Yes, Nancy can do this through Google AdWords' Ad scheduling.
- D. No, Nancy will need to login into Google AdWords, and manually change her bids for these two days.

**Correct Answer: C**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 146**

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.

**Correct Answer: B**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 147**

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.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 148**

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

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 149**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 150**

AdWords tools can be used for a variety of functions. Which of the following tools are components of AdWords tools? Each correct answer represents a complete solution. Choose all that apply.

- A. Placement refinement tools
- B. Keyword tools
- C. Account management tools
- D. Ad creation tools

**Correct Answer:** ABCD

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 151**

You have searched Google and have noticed that your advertisement is not appearing. You've checked the billing information and confirmed the ad approval status and confirmed that your ad is approved and being billed properly. What other tool can you use to help resolve the problem with your ad not appearing?

- A. Google Analytics Tool
- B. Google Pack
- C. Ads Diagnostic Tool
- D. Webmaster Tools

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 152**

Jeff has created an ad for his company. After a few days of the ad's eligibility, Jeff notices the message 'Low Quality Score' in the Status column of the keywords tab. Which of the following methods is the most likely approach, to improve the Quality Score of the advertisement?

- A. Optimize the ad
- B. Change the bid to match the first page bid estimate
- C. Increase the bid for the ad
- D. Change the ad to an image ad

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 153**

You are a Google AdWords consultant for several clients in your city. One of your clients has asked you to create a report for them that will show where their ads have appeared in the Google Content Network. What report will you create for this client?

- A. Reach and Frequency Report
- B. Placement Performance Report
- C. URL Performance Report
- D. Geographic Performance Report

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 154**

Gary is explaining the process of the Google Search Query to his manager. Gary states that the pages that Google believes is important will show up higher in the organic search results. What term should Gary actually use to describe the order of search results by Google?

- A. Indexing Technology
- B. Hypertext-Matching Analysis

- C. PageRank Technology
- D. Organic search listings

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 155**

If you open your Google AdWords account and want to see instant insights into your account's performance, where would you look?

- A. Account Statistics
- B. Reports
- C. CTR
- D. Google Analytics

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 156**

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}

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 157**

Google recommends that ad creators include a strong call to action phrase in their advertisements. Which of the following is the weakest call to action phrase?

- A. Call today
- B. Click here
- C. Buy
- D. Purchase

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 158**

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 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.
- B. Accounts cannot be moved between sub-MCCs.
- C. 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.
- D. 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.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 159**

Amy is managing several ads for her insurance business in Knoxville, Tennessee. She would like to create a filter to see how her ads are performing, the number of impressions for the ads, and other details. How can Amy create this?



- A. Amy will need to sign into her Google AdWords account, choose the Keywords tab, choose Languages and Locations, and then click the Filter option, to create a filter.
- B. Amy will need to sign into her Google AdWords account, choose the Ads tab, and then click the Filter option, to create a filter.
- C. Amy will need to sign into her Google AdWords account, choose the Settings tab, and then click the Filter option, to create a filter.
- D. Amy will need to sign into her Google AdWords account, choose the Reporting tab, and then build the Filter.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 160**

Holly has a business of selling coffee beans online. She would like to start using Google AdWords but she has a limited budget for advertising. Which one of the following keywords would likely help Holly the most, considering her limited budget?

- A. Coffee
- B. -tea -free -samples
- C. Gourmet coffee beans
- D. Holly should add as many keywords as possible and then use the CPM method.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 161**

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 is probably in a .gif format; images must be in a .jpg format.
- B. Her image ad must first be approved by Google before it'll show in the Google Search results.
- C. Her image is probably too big to be used in the Google search listing.

D. Her image ad will only appear in the Google Content Network, not in Google Search.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 162**

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.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 163**

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]

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Updated.

**QUESTION 164**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 165**

You are a Google AdWords professional explaining how your client should create a budget for their Google AdWords campaign. The client is confused how Google AdWords determines the lowest possible value for the highest position of the ad. You explain that Google AdWords uses a combination of the Quality Score and the CPC bid. The customer still isn't satisfied and wants a more in-depth explanation. Which of the following is the best description how Google AdWords determines ad ranks in search pages?

- A. Google AdWords will divide the Ad Rank of the ad showing above you by your Quality Score, then round off to the nearest cent.
- B. Google AdWords will divide the Ad Rank of the average bid of all ads competing you're your keywords by your Quality Score, then round off to the nearest cent.
- C. Google AdWords will divide the Ad Rank of the ad showing beneath you by your Quality Score, then round off to the nearest cent.
- D. Google AdWords considers whoever bids the highest for a keyword and then that person moves to the top of the order.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 166**

You are a consultant for a wedding photographer, and you're helping her with her Google AdWords account. The photographer doesn't understand why her ad for the Google Network hasn't started generating traffic yet. You explain that the ad has just been created, and that there are three qualifications for the ad to go live. Which of the following is NOT one of the three qualifications for an ad to go live on the Google Network?

- A. The ad must be prepaid for thirty days.
- B. The ad must meet the partner requirements.
- C. The ad must be opted into the Google Network.
- D. The ad must be reviewed and approved.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 167**

Jeffery is creating a text ad for his web-based business and he's hired you to help him create and manage the Google AdWords campaign. As a consultant, you've advised Jeffery to emphasize the uniqueness of his business and to incorporate keywords into the ad. Jeffery asks why he can't add more text to his advertisement to talk about his business. How many characters is Jeffery allowed for the ad text?

- A. 35 characters
- B. 70 characters
- C. 25 characters
- D. 100 characters

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 168**

Google recommends that image advertisers should capture people's attention right away. According to Google, what's the time limit an advertiser has, to capture a person's attention span?

- A. Three seconds
- B. One minute

- C. Ten seconds
- D. One second

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 169**

Henry has created an ad for a sales event at his business. His headline reads 'Huge Sales Event!!!' and his content for the ad reads 'All Cars and Trucks are on Sale This Weekend!' What problems will Google AdWords have with this ad, based on this headline and content?

- A. Henry can only have one exclamation point per line.
- B. Henry can only have one exclamation point.
- C. Henry cannot advertise cars in Google AdWords.
- D. Henry cannot use upper case letters in the content area.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 170**

George has hired you to help create a new Google AdWords campaign. George is concerned about the costs of the ads and wants to keep his advertising costs to a minimum, while still attracting solid leads for his business. Which of the following options would best achieve George's goal?

- A. You should use the negative keywords to filter out words that don't apply to George's business.
- B. You should advise George to use the CPM method.
- C. You should use the narrower matching options to give George good clicks for his budget.
- D. You should use the broader matching option to give George much-needed exposure.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 171**

You have decided to put several of your Google AdWords accounts into a Manager Defined Spend. With this approach, how will you be required by Google to pay for the billing?

- A. Credit card
- B. Bank transfer
- C. Check or Wire Transfer
- D. Each account in the MCC will need to have a credit associated with it, to pay for their CPC or CPM charges.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 172**

Mary has a Google AdWords account, and she feels that her Google AdWords aren't performing well. Mary wants to make adjustments to her ad, to get more clickthroughs to her website. Which of the following optimizations is likely to help Mary increase her clickthrough rate?

- A. Mary should stop using an image ad and use a text ad only, in Google search.
- B. Mary should focus on her website by adding content.
- C. Mary should focus on ad quality and use negative keywords, to eliminate extra impressions.
- D. Mary should create multiple campaigns, and track the performance of each campaign.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 173**

Kelly has created two ad groups for her realty business in Ohio. In both ad groups, she's identified the keyword 'Columbus Condos' for her ads. What problem exists within this scenario that could affect Kelly's ads?

- A. Kelly should not have keywords competing against one another.
- B. Kelly should merge all the ads into one campaign so that her ads will show up twice in search results.

- C. By having two ad groups with the same keyword, Kelly may pay considerably more for her ads because the ads will appear twice in search results.
- D. Kelly should only have one ad group, not multiple groups.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 174**

Paula has created a Google AdWords campaign for her company. She has created a good group of keywords for her ads, and she's eager to get visitors to her site as soon as possible. Paula would like Google to display her ads as often as possible, until her budget is reached. What type of delivery option should Paula choose for her ads?

- A. Instant delivery
- B. Accelerated delivery
- C. Click-cost delivery
- D. Standard delivery

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 175**

You have created a report for you and your client, regarding several performance factors. You receive an email asking you to download your report from the Report Center. Your report, as it turns out, is too big for Google to email. What is the maximum size of reports in an email sent through Google?

- A. 25MB
- B. 2MB
- C. 50MB
- D. 66MB]

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 176**

Beth runs a photography business and she wants to make certain, her advertisements only run in the evening. How is this possible with Google AdWords?

- A. Beth can pause and restart her ads whenever she likes.
- B. Beth can use the ad scheduling tool to choose when her ads should appear.
- C. Beth can use the conversion optimizer to indicate the hours she'd like to optimize her ad for conversion.
- D. Google won't automatically adjust when the ads are displayed.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 177**

You're reviewing a campaign you've created for your company with your manager. The manager is curious about the budget setting on the campaign's tab. What does the budget value mean?

- A. It's the amount you're comfortable spending for Google AdWords each week.
- B. It's the maximum amount you'll spend for one click on your ad.
- C. It's the amount you're comfortable spending for Google AdWords each month.
- D. It's the amount you're comfortable spending for Google AdWords each day.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 178**

Steve is a web marketing consultant, and he's reviewing a client's Google AdWords. Steve is interested in the keyword analysis field on the Keywords tab, in the client's campaign. When Steve looks at the keywords quality score, he can determine how well the keyword is likely to perform. What is the scale that Google displays the Quality Score?

- A. Very high, Moderate, Low, Poor



- B. Google does not reveal the Quality Score as it is proprietary information.
- C. 1 to 100
- D. 1 to 10

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 179**

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. No, Terri's site is recommended by Google as she's on the top, in search results on certain keywords.
- 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. 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.
- D. Yes, Terri must add this phrase to her Google AdWords advertisements too.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 180**

Eddy is managing his company's AdWords along with Jon and Fred, using Google AdWords Editor. Jon wants to know how many accounts can be edited at once, since he's many accounts to edit. What should Eddy tell Jon?

- A. The AdWords Editor allows you to edit up to five accounts at once.
- B. The AdWords Editor allows you to edit up to five accounts at once if you synch with the Google AdWords My Client Center.
- C. The AdWords Editor allows you to edit only one account at a time.
- D. The AdWords Editor allows you to edit up to 100 accounts at once.

**Correct Answer:** C

**Section:** (none)

**Explanation****Explanation/Reference:****QUESTION 181**

Wendy manages ten Google AdWords accounts for her clients. She would like to organize her billing so that she makes one payment for the clients account rather than ten individual payments, i.e., one for each client she manages. What approach should Wendy follow in this instance?

- A. Google does not allow multiple accounts to be billed to one invoice.
- B. Google recommends that Wendy move her accounts into the My Client Center with her credit card.
- C. Google recommends that Wendy enroll in the Manager Defined Spend.
- D. Google recommends that Wendy subscribe to the Manager Order-level monthly invoice.

**Correct Answer: C**

**Section: (none)**

**Explanation****Explanation/Reference:****QUESTION 182**

You are a consultant for several clients and you manage their Google AdWords campaigns. You're using the AdWords Editor to manage these campaigns. One of your clients has provided you with 110 new keywords for their Google AdWords campaign. Using the Google AdWords Editor, how can you add these new keywords?

- A. Google AdWords will allow you to make this change through the Add/Update Multiple Keywords tool under Make Multiple Changes on the Keywords tab.
- B. Google AdWords will allow you to make this change through the Add/Update Multiple Keywords tool under Make Multiple Changes on the Settings tab.
- C. Google AdWords Editor will only allow up to 100 changes to the keywords at a time. You'll need to add 100 keywords, upload the changes, and then add the remaining 10 keywords through the Keywords tab in the Editor.
- D. Google AdWords Editor doesn't allow you to add keywords offline. The keywords must be added through the My Client Center.

**Correct Answer: A**

**Section: (none)**

**Explanation****Explanation/Reference:**

**QUESTION 183**

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. PPC models
- C. SEO for good web content
- D. CPM models

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 184**

There are three components of Quality score. Which of the following is NOT a component of Quality score?

- A. Clickthrough rate
- B. Relevancy
- C. The Landing page
- D. Inbound links

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 185**

Henry has been running Google AdWords for the past six months. He has a good clickthrough rate, but he feels that his sales aren't in proportion to the clickthrough rate he's receiving. Henry wants to optimize his site, but he wants to identify where he's losing visitors on the way to conversion. Which Google Analytics report could Henry run, to help identify this trend and show optimization opportunities?

- A. Site overlay report
- B. Funnel visualization report
- C. Top exit pages report

D. Top landing pages report

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 186**

Steve is managing several Google AdWords account for his clients. Steve would like a way to prevent his clients' ads from showing on his network. What tool can Steve use, to prevent his clients' ads from appearing?

- A. Steve can use the 'IP Address Exclusion Tool' option in Account Manager.
- B. Steve can't block Google AdWords ads from appearing - he just shouldn't click on them.
- C. Steve can use the 'Prevent Ads from Displaying to Me' option in Account Manager.
- D. Steve can use the 'Don't Show My Clients' Ads' feature in Account Manager.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 187**

You are managing several Google AdWords ads for your company. You have configured a report that will show your clickthrough rate, geographical information, demographics, and costs for each of your Google AdWords ads. You have scheduled the report to run on a regular basis. What option can you choose, to be notified of the report when it's finished running?

- A. The report will appear automatically on the Reports page - as long as you don't close your browser.
- B. You can choose the option "Whenever the report runs, send email to:", and then enter a valid email address.
- C. You'll automatically be notified with a green play button on the Reports page, when the report is done.
- D. The report will be emailed to your Google AdWords email address when it's complete

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 188**

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

**Correct Answer: C**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 189**

You have just created a new ad and a new ad group in your Google AdWords account. What tab will you choose, if you want to add managed placements to this ad group?

- A. Ad Type
- B. Google Network Management tab
- C. Managed placements tab
- D. Networks tab

**Correct Answer: D**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 190**

You are a Google AdWords consultant for your company and you'd like to do conversion tracking. How do you participate in the Google AdWords conversion tracking?

- A. Through Google AdWords you'll enable conversion tracking through your Home tab and Track Conversions.
- B. You'll compare your Google AdWords traffic to your site with the number of sales, signups, or other conversion targets, to determine your conversions.

- C. You must add the Google AdWords conversion tracking code to your website's HTML code.
- D. Through your Google AdWords account you'll choose Reporting, Edit Settings, and then check Customize tracking indicator.

**Correct Answer: C**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

#### **QUESTION 191**

Bill and Sally are working together on a large Google AdWords campaign, though they are in two separate locations. Sally has exported her proposed changes to Bill in the Google AdWords Editor and Bill has imported the Account Snapshot through his Google AdWords Editor. When Bill examines the proposed changes Sally has made, how will he know which changes are proposed?

- A. Proposed changes are in purple.
- B. He'll need to compare his version with Sally's version of the campaigns.
- C. Proposed changes are in blue.
- D. Proposed changes are in red.

**Correct Answer: C**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

#### **QUESTION 192**

Martha has created two ads through Google AdWords. Both ads show that they are eligible, but one ad has the message 'Bid is below the first page bid estimate' and a value for the bid. Which one of the following is an improvement Martha should try, to optimize her ads?

- A. Change the destination URL of her ad
- B. Change her ad to an image ad
- C. Increase the ad's cost per click bid
- D. Increase the ad's cost per impression bid

**Correct Answer: C**

**Section: (none)**

**Explanation**

**Explanation/Reference:****QUESTION 193**

AdWords Editor is account management software. Which of the following are the benefits of using AdWords Editor? Each correct answer represents a complete solution. Choose all that apply.

- A. You can store and navigate one or more accounts.
- B. You upload changes to AdWords at any time.
- C. You can perform advanced searches and edits.
- D. You can work offline on your Mac or PC.

**Correct Answer:** ABCD

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 194**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Modified.

**QUESTION 195**

You manage six accounts through My Client Center. You have just hired an assistant to help manage the accounts, and you want her to manage three of the six accounts. Which of the following procedures describes the correct process to allow your assistant to manage the three accounts, while still retaining access to all of the accounts?

- A. You cannot retain access to all the accounts and simultaneously assign your assistant three of the six accounts.

- B. You'll unlink the three accounts from your MCC. Your assistant will create a MCC and link to the three accounts. You'll then link your account to your assistant's MCC.
- C. You'll unlink the three accounts from your MCC. Your assistant will create a MCC and link to the three accounts.
- D. You'll unlink the three accounts from your MCC. Your assistant will create a MCC and link to the three accounts. You'll then link your assistant's MCC to your MCC.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 196**

You are explaining the process of Google Query to a client. The client wants to understand how Google can create a tiny explanation and introduction of each website before you actually click on the link. Where does Google store the snippets of information that describe each entry in a search result?

- A. Doc server
- B. Index servers
- C. Directly from the web page
- D. Google web server

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 197**

Gary is creating a new Google AdWords for his company which sells fresh-baked cookies online. He has created an advertisement describing his company's cookies with this headline, minus the quotes 'Try Our Fresh-Baked Cookies' for his ad. What problem will Gary encounter with this headline?

- A. There are too many characters in the headline.
- B. There's no problem with this ad headline.
- C. The hyphen in the ad isn't allowed.
- D. Gary can't use initial caps in the headline

**Correct Answer:** A

**Section:** (none)



**Explanation****Explanation/Reference:****QUESTION 198**

John has a fireworks company in Tennessee and he's created a video showing his incredible fireworks. He'd like to use the video as part of the Google AdWords' video advertisement program. What must John do to display his video in the Google AdWords' video program?

- A. Nothing. Fireworks and pyrotechnic devices are not allowed.
- B. Keep his video to 15 seconds or less.
- C. Use geo-targeting to marketing his fireworks only in locations where fireworks are legal.
- D. Submit his advertisement to the adult content category for Google AdWords approval.

**Correct Answer:** A

**Section:** (none)

**Explanation****Explanation/Reference:****QUESTION 199**

Placements are the locations on the Google Content Network where an ad can appear. What targeting features are offered by AdWords to target ads to the placements? Each correct answer represents a complete solution. Choose all that apply.

- A. Automatic placements
- B. Manual placements
- C. Managed placements
- D. Excluded placements

**Correct Answer:** ACD

**Section:** (none)

**Explanation****Explanation/Reference:**