

ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

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

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

Correct Answer: A

QUESTION 2

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

QUESTION 3

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

Correct Answer: D

QUESTION 4

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

QUESTION 5

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

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