

ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

You are managing an AdWords campaign for your organization. You have two assistants who work with you to manage several ads through the Google AdWords Editor. You'd like to leave comments to items in the AdWords Editor to help communicate changes, inform your assistants, and allow them to respond to your queries. What's the correct path to leave a comment on an item in Google AdWords Editor?

- A. You can't leave comments directly on items in Google AdWords Editor. You can attach items, such as .txt or .doc items to leave notes.
- B. You can add comments to items in Google AdWords Editor. Select the item in Google AdWords Editor and click Add Comment at the bottom of the tab.
- C. You can't leave comments directly on items in Google AdWords Editor. You can use a Notepad document (or any document in .txt format) and attach it to items.
- D. You can add comments to items in Google AdWords Editor. Select the item in Google AdWords Editor and click Insert Comment from the Extras column.

Correct Answer: B

QUESTION 2

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

QUESTION 3

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

QUESTION 4

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

QUESTION 5

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

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