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Exam : **Adwords-search**

Title : Google Search Advertising Advanced Exam Practice Test

Version : Demo

1.You have created several campaigns with Google AdWords for your clients. You are using the Manager Defined Spend for your budgets in Google AdWords. When you create a new start date for a budget, what requirement does Google have in regard to the new budget and existing budgets that you manage?
A. Managed account budgets must be approved by two parties before the ad will begin display.
B. Start dates for new budgets can't overlap with other budgets that may already be set up for the managed account.
C. Managed account budgets cannot exceed $100 per day.
D. Managed account budgets can't start and end on the same day for more than three managed accounts.
Answer: B

2.Alice manages several AdWords accounts and she has three assistants who help with the management of the accounts. Alice receives a phone call from one of her clients regarding recent Google AdWords clicks. The client reports that he thinks something is amiss with his account, and thinks someone has changed the budget. How can Alice review any changes to the account and, if necessary, determine if someone has made changes to the account's budget.?
A. Alice should use the Change History Tool.
B. Alice should use the AdWords API.
C. Alice should use the My Client Center.
D. Alice should use the AdWords Editor.
Answer: A

3.John has started a new business that sells bumper stickers online. His primary advertising focus is branding his business name, and getting as much exposure as possible on the Internet. John has hired you to help him manage his Google advertising. Based on what you know so far, what approach would you recommend to John?
A. SEM based on web content
B. SEO for good web content
C. CPM models
D. PPC models
Answer: C

4.Ivan has created advertisements for his online printing business. His ads have been running for two months, and he'd like to get a sense of where his ads are geographically being shown. How can Ivan see the geographical information where his Google AdWords are being shown?
A. Ivan must create a Geographic Performance Report in his account.
B. Unless Ivan creates a location targeting ad, he won't see this information.
C. Ivan must create an IP Address Report; Google will resolve the IP Address to locations.
D. Ivan must create an IP Address report, and then resolve the IP addresses to locations.
Answer: A

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

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

6.Nancy is reviewed her billing summary for her Google AdWords account. There is a line item in the billing summary titled 'Adjustment - Click Quality'. What does this line item mean?
A. Nancy has been credited for clicks on her ad that took longer than five seconds to resolve.
B. Nancy has been credited for clicks on her, for Google incurred cost overruns for displaying her ad beyond her given budget.
C. Nancy has been credited for clicks on her ad that didn't take visitors to her domain.
D. Nancy has been credited for clicks on her ad that were deemed invalid clicks.
Answer: D

7.Ronnie has created an image ad for her design business. When she searches Google, however, she's not seeing the image ad displayed in the search results' sponsored links. Ronnie then creates a text ad for Google, and this ad shows up in the results. She then deletes the text ad and actives 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 resul ts.
C. Her image is probably in a .gif format; images must be in a .jpg format.
D. Her image is probably too big to be used in the Google search listing.
Answer: A

8.You manage multiple accounts for Google AdWords as part of your SEO business. You have two assistants who help you manage the accounts through sub-My Client Centers. Because this part of your business has been growing, you have hired a third assistant and created a third My Client Center. What is the process of moving an account from one sub-MCC to the new sub-MCC?
A. From the top-level My Client Center, choose the name of the managed account you want to move and then click Change Client Manager. Choose the sub-level MCC where the account should be moved to, and then Save Changes.
B. From the sub-level My Client Center, choose the name of the managed account you want to move to the new sub-level MCC and then click Change Client Manager. Choose the sub-level MCC where the account should be moved to, and then Save Changes.
C. Accounts cannot be moved between sub-MCCs.
D. From the new sub-level My Client Center, choose the name of the managed account you want to move to the new sub-level MCC and then click Change Client Manager. Choose the sub-level MCC where the account should be moved from, and then Save Changes.
Answer: A

9.You are investigating Google AdWords double-serving policy for a client. You learn that Google AdWords doesn't allow multiple ads from the same client, based on duplicate keywords. You also learn that individuals advertising for themselves, or for their ownbusinesses, may only have a single AdWords account. Does Google have any exceptions for the number of AdWords account a person can manage?
A. Yes, if you have two or more products to sell from the same domain, you can manage one Google AdWords account for each product.
B. Yes, if you use a My Client Center account, you may have multiple accounts.
C. No. All Google AdWords participants can have just one Google AdWords account.
D. Yes, if you have two or more landing sites on different domains, you can manage one Google AdWords account for each domain.
Answer: B

10.Charlie sells merchandise online for movie products. His new line of products that he wants to advertise is related to Iron Man. Charlie would like to create an embedded match keyword targeting ad for his Iron Man products, without his ad showing up for the exact match of the movie Iron Man. Which one of the following would allow Charlie's ads to appear for Iron Man Cards and Iron Man Collectibles, but not for the exact match of Iron Man?
A. ("Iron Man")
B. {Iron Man}
C. +["Iron Man"]
D. -[Iron Man]
Answer: D

11.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.
Answer: B

12.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.
Answer: C

13.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.
Answer: A

14.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. Because Google needs to approve destination URL changes, Jerry will have to use the online Google AdWords editor, and wait for Google's approval.
B. Jerry can do this through Google AdWords editor and the Campaign Manager.
C. 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.
D. Jerry can do this through the Google AdWords editor, with the Advanced Editing Tools and the Advanced URL Changes option
Answer: D

15.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
Answer: D

16.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
Answer: C

17.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
Answer: A

18.Charlie sells merchandise online for movie products. His new line of products that he wants to advertise is related to Iron Man. Charlie would like to create an embedded match keyword targeting ad for his Iron Man products, without his ad showing up for the exact match of the movie Iron Man. Which one of the following would allow Charlie's ads to appear for Iron Man Cards and Iron Man Collectibles, but not for the exact match of Iron Man?
A. +["Iron Man"]
B. -[Iron Man]
C. ("Iron Man")
D. {Iron Man}
Answer: B

19.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
Answer: B

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

Answer: D

21.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. Keyword tool
C. Placement tool
D. Search Terms Report
Answer: A

22.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.
Answer: C

23.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.
Answer: A

24.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
Answer: B

25.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]
Answer: B

26.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.
Answer: B

27.You are creating a new Google AdWords campaign for your company. What is the default setting for new Google AdWords campaigns in regard to search sites and content network sites?
A. Your new campaign will only appear in the Google search results home page; you must opt into other components of the Google Network.
B. Your new campaign will only appear in the Google Content Network.
C. Your new campaign is opted in to the entire Google Network: Google search, search partners, and the Content Network with 'Relevant pages across the entire network' in the default.
D. Your new campaign will only appear in Google search results and search partners.
Answer: C

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

29.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.
Answer: D

30.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
Answer: D