

ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

Pass Google ADWORDS-FUNDAMENTALS Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.leads4pass.com/adwords-fundamentals.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Google
Official Exam Center

- ⚙ **Instant Download** After Purchase
- ⚙ **100% Money Back** Guarantee
- ⚙ **365 Days** Free Update
- ⚙ **800,000+** Satisfied Customers



QUESTION 1

How often does the AdWords system run an auction to decide which ads to show on the Google search page?

- A. Once every two hours for a given keyword.
- B. Once every 24 hours for a given keyword.
- C. Every time a user enters a search query.
- D. Every time a new advertiser adds a keyword to an account.

Correct Answer: C

QUESTION 2

The primary function of the Google Website Optimizer is to:

- A. Optimize keywords based on the advertiser's landing page.
- B. Optimize cost-per-click (CPC) bids based on conversion data.
- C. Test versions of an advertiser's ad text based on landing page data.
- D. Test versions of a website's content and layout.

Correct Answer: D

QUESTION 3

What's one of the main benefits of using ad extensions?

- A. Extensions provide additional information to make your ads relevant to customers
- B. Extensions increase your reach by showing your ad on more advertising networks
- C. Extensions ensure a higher clickthrough rate (CTR) because they make your ad more prominent
- D. Extensions are automated so you don't have to create your ads

Correct Answer: C

QUESTION 4

When resetting a password in AdWords, what should a user keep in mind?

- A. The new password is now required to access all other Google products with the affected Google Account login.
- B. The password will need to be reset separately on other Google products that share the Google Account log-in.

- C. The new password will work for AdWords and the old password will work for other Google products.
- D. The user will need to enable 2-factor authentication in order to access their account from any location.

Correct Answer: A

QUESTION 5

What bidding strategy should Tracy, a pizzeria owner, use to get more people to call her business?

- A. Cost-per-acquisition (CPA)
- B. Cost-per-click (CPC)
- C. Cost-per-thousand viewable impressions (vCPM)
- D. Cost-per-view (CPV)

Correct Answer: A

[Latest ADWORDS-FUNDAMENTALS Dumps](#)

[ADWORDS-FUNDAMENTALS VCE Dumps](#)

[ADWORDS-FUNDAMENTALS Study Guide](#)