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**Google**

# Adwords-Search

*Search Advertising Advanced Exam*



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### Question: 111

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: Region and City targeting
- ☐ B: City targeting
- ☐ C: Country targeting
- ☒ D: Customized targeting

**Explanation:** Answer option D is correct.

Customized targeting allows Sally to target a very precise geographical area where she does business. She can market her castle for customers searching for results within the area, or to customers who are searching from the specific area.

Answer option C is incorrect. Country targeting is ideal for businesses that serve a wide audience across one or more countries. This option is best suited for businesses whose services or products are available nationwide or internationally. Sally's business is local to the Phoenix area.

Answer option A is incorrect. Region and city targeting is a good choice, but it's not the best choice for Sally. Region and city targeting aren't as specific as customized targeting.

### Question: 112

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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 alphabetical order.
- ☐ D: The ads are shown in rotation.

**Explanation:** Answer option A is correct.

When you create multiple ads for your Google AdWords account in a single ad group, AdWords determines when to show each ad, based on your ad serving settings. "Optimize" is the default setting for all your ads, and means that we'll try to show your higher performing ads more often.

Answer option D is incorrect. By default, ads are shown based on their performance, with higher performing ads being shown more often. You can, if desired, change the "Optimize" default setting to "Rotate" to rotate the ads.

Answer option B is incorrect. The ads aren't shown in the order in which they were created - they're shown based on performance.

Answer option C is incorrect. Alphabetical order doesn't affect when and how the ads are shown.

## Question: 113

Wendy is a consultant to several clients for their web marketing strategies. Wendy wants to centrally manage these Google AdWords accounts for all of her clients. What's the best tool Wendy can use, to manage these AdWords accounts?

- ☐ A: AdWords Editor
- ☐ B: Google AdWords Central Server
- ☒ C: My Client Center
- ☐ D: Google AdWords Campaign Manager

**Explanation:** Answer option C is correct.

The My Client Center is the best tool to manage several different AdWords accounts, from one central location.

Answer option A is incorrect. The AdWords Editor allows Wendy to edit her ads offline, collaborate with others, and publish changes. You can edit multiple accounts through AdWords Editor, but you can only edit one account at a time.

Answer option D is incorrect. There is not a Campaign Manager for managing multiple Google AdWords accounts. The correct answer is the My Client Center.

Answer option B is incorrect. There is not a Google AdWords product called Google AdWords Central Server.

## Question: 114

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: AdWords API
- ☒ B: Campaign Manager
- ☐ C: My Client Center
- ☐ D: AdWords Editor

**Explanation:** Answer option B is correct.

The campaign manager is where you'll manage the multiple campaigns (or single campaigns) of Google AdWords. It's not a tool to edit and manage multiple Google AdWords accounts.

Answer option C is incorrect. The My Client Center is the ideal tool for managing and editing multiple accounts in one central location.

Answer option D is incorrect. The AdWords Editor allows you to edit multiple accounts offline, and synch changes with the accounts in the My Client Center console.

Answer option A is incorrect. The AdWords API allows developers to interact with Google AdWords through software interfaces they create.

## Question: 115

Fred is a consultant for several clients for their Google AdWords online campaigns. One of the client's accounts is using the Manager Defined Spend. What will happen if Fred moves the account from his MCC to a new MCC that doesn't have access to the Manager Defined Order?

- ☐ A: The client won't have access to the account.
- ☒ B: The client's ads will stop serving within 30 minutes
- ☐ C: Fred will receive an access denied message because he's not broken the link between the Manager Defined Spend and the Manager Defined Order.
- ☐ D: Fred won't have access to the account.

**Explanation:** Answer option B is correct.

If Fred moves a Google AdWords account using the Manager Defined Spend from one MCC to another, both MCCs must have access to the Manager Defined Order - because this is the funding of the account. When the account is moved both MCCs must have access to the Manager Defined Order or the ads will stop serving within 30 minutes.

Answer option D is incorrect. Fred could still have access to the account, but he'll need to re-establish the link to the Manager Defined Order or address the billing needs of the account in the new MCC.

Answer option A is incorrect. The client's access to the account is determined by the manager of the MCC, so this answer isn't the best choice for the question.

Answer option C is incorrect. Fred won't receive an error message during the move.

### Question: 116

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

**Explanation:** Answer option D is correct.

When you enroll in the Manager Defined Spend you'll pay by check or wire transfer. Every month Google will send you a statement in the mail, or you can access the invoice through the My Client Center account's Billing Summary page.

Answer option A is incorrect. Google doesn't accept bank transfers for payments- wire transfers are accepted along with checks.

Answer option C is incorrect. According to Google, accounts that use a Manager Defined Spend must pay by check or wire transfer.

Answer option B is incorrect. Each account in the MCC won't have a credit card associated with it. The Manager Defined Spend allows for one invoice for the accounts.

### Question: 117

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

**Explanation:** Answer options C, B, A, and D are correct.

Account management tools, keyword tools, placement refinement tools, and ad creation tools are components of AdWords tools.



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