

# Google Advertising Fundamentals Exam Prep Guide for AdWords Certification SearchCerts.com Exam Prep Series Volume 1



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
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## GOOGLE ADVERTISING FUNDAMENTALS EXAM PREP GUIDE FOR ADWORDS CERTIFICATION SEARCHCERTS.COM EXAM PREP SERIES VOLUME 1



CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 172 pages. Dimensions: 9.0in. x 5.9in. x 0.5in. Google offers two AdWords certifications for individuals, one in Search and one in Display. This guide includes everything necessary to prepare you to pass the fundamentals exam on the first try, which is the first step to become certified in either one. If its on the test, then its in this guide. Every question that the author has ever seen on real tests can be answered with the material. Its the only guide youll need and presents just what you need to know. Written in break-size chapters, this Kindle version has been optimized for on-screen viewing. Advance Praise I passed the exam the day after I finished reading this guide. - Claudia M. Explains all angles of the certification, from benefits to the way Google handles its partners. - Andrew K. Talking about the things to look out for while answering questions and just general question strategy I feel is helpful, and reminds me of the strong test preps I did for my GMAT. - Jordan B. Includes orientation to the Google Partners Program and exams: CH 1 What and Who this Guide is for CH 2 Individual Certification Types CH 3 Company Certification Types CH 4 Fundamentals Exam CH 5 Tactics and Counter-Tactics CH 6 Test Day Includes all test objectives, including: CH 7 Intro to AdWords CH 8 Managing Multiple Accounts CH 9 Account Set-Up CH 10 Account Structure CH 11 Keywords and Match Types CH 12 Keyword Management CH 13 Display Targeting CH 14 Return on Investment CH 15 Growing a Campaign CH 16 Budgets CH 17 How Google Scores Ads CH 18 Max vs. Actual Costs CH 19 Conversion Value CH 20 CPC Bid...

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