

Google Adwords Fundamentals Study Guide

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Google Adwords Fundamentals Study Guide

Fundamentals Exam. The AdWords certification Fundamentals exam covers a few main topics. These include the following sections: Section I: Introduction to AdWords; Section II: Account management; Section III: Campaign and ad group management; Section IV: Keyword targeting; Section V: Language and location targeting; Section VI: Ad formats

Google AdWords Certification Exam Prep Study Guide ...

This study guide is for those who want to prepare for the AdWords Fundamentals exam. It provides information about the basic and intermediate aspects of online advertising and AdWords, including the benefits of online advertising, how to set up and manage an AdWords campaign, and how to measure and optimize your campaign's performance. We recommend that you review the materials in this study guide and have on-the-job experience using AdWords to increase your

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Complete guide to Google AdWords Certification: Tips ...

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Time: For the AdWords Fundamentals, Search Advertising, and Display Advertising exams you have 120 minutes to answer roughly 100 questions for each. For the Video Advertising, Shopping Advertising, and Mobile Advertising you have 90 minutes to answer roughly 70 questions. *NOTE that there's no option to pause once you've started the exam.

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