

Adwords Fundamentals Exam Study Guide

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Welcome to the AdWords Fundamentals 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

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Take the Fundamentals assessment - Google Ads Help

Google Adwords Fundamentals Exam . Anyone who's used Google even briefly will know that there is a system in place to help highlight certain websites and companies looking to get ad space on the search engine.. Adwords Fundamentals covers everything from the basics through to intermediate understanding of how online advertising works – meaning that you're going to learn and cover the ...

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Let's get started! To prepare for the AdWords Fundamentals exam, begin with the Google AdWords Fundamentals study guide found here. Reading the first module "Understanding the Value of Online Advertising" will provide you a general comprehension of how AdWords works.

How to Get Google AdWords Certified in Only Two Days | Viget

The basic and intermediate aspects of online advertising and AdWords, Benefits of online advertising, How to set up and manage an AdWords campaign and; How to measure and optimize campaign's performance. AdWords Fundamental Study Guide: Google AdWords fundamental study guide covers three modules and they are listed below.

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