



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

By Keith Penn

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...



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