



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

*Keith Penn*

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Last revised in December 2015, this guide prepares you to pass Google's Fundamentals Exam on the first try. If it's on the test, then it's in this guide. Every question the author has seen on real tests can be answered with the material. It presents just what you need to know.

Praise for the SearchCerts.com Exam Prep Series:

"Explains all angles of the certification, from benefits to the way Google handles its partners." - Andrew Kobylarz, Account Executive

"Reminds me of the strong test preps I did for my GMAT." - Jordan Bell, Marketing Manager

"Bottom line: Get this book if you have some basic hands-on knowledge of AdWords and you are looking to pass the AdWords test and join the Google Partner Program." - Elie Orgel, SEO Director

This digital marketing credential is held by those with job titles like PPC Analyst, Account Executive, Online Media Buyer, Search Supervisor, Search Engine Specialist, Demand Generation Analyst, Search Engine Marketing Manager, Online Advertising Manager, PPC Manager, Client Manager, and maybe most commonly: Account Manager. Jobs, sales, and career promotions are awarded to those with the AdWords qualification who can be trusted to optimize search engine marketing campaigns. This guide shortens the time and experience it takes to get certified.

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