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Typically your Fundamentals exam will consist of 95 questions. Prior to starting your exam, the AdWords testing center will indicate to you exactly how many questions you'll have. You need to answer 85% of the questions correctly and you have 2 hours to take the exam.

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AdWords Fundamentals: Exam Study Guide. Introduction.
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

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AdWords campaign, and how to measure and optimize your campaign's performance.

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Any individual or agency can sign up for the Google AdWords Partners program. To be an AdWords certified professional, a person should pass the Fundamentals exam and at least one advanced/specialized exam. Here are the exams: Fundamental Exam – This covers Google AdWords basics including management and optimization of campaigns

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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. Follow your reading of the first module with this helpful video on the auction process.

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The Google AdWords Fundamental Exam is comprised of 100 questions with an allotment of 120 minutes to complete the examination. The additional exams allot only 70 questions with 90 minutes to complete the examination. Time limits and passing scores for each Google AdWords exam

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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

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option to pause once you've started the exam.

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It is for the men and women who want to format for the AdWords Fundamentals exam. It offers statistics and data about the fundamental components of web-based advertising and marketing and AdWords, such as the benefits of web advertising, how to set up and deal with an AdWords campaign, and how to gauge and streamline your campaign's execution.

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