

# Google Adwords Study Guide

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This study guide covers the topics that you need to know before taking the Shopping Advertising assessment. Here are some of the topics that you'll need to know about: Merchant Center account creation and management; Product data feed submission and optimization; Creating and managing Shopping campaigns in Google Ads; How Shopping ads work

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Google AdWords. AdWords and e-commerce go together like peanut butter and jelly for a good reason: it works. A study by Wordstream found that e-commerce retailers have the highest click-through rate out of all industries at 5.23%, with an average conversion rate of 3.58%.

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