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Google processes nearly 6 billion searches every day making it a powerful advertising medium your business can t afford to ignore Google AdWords experts Perry Marshall and Bryan Todd joined by AdWords and analytics specialist Mike Rhodes present the fundamentals techniques tools and tricks that Google should teach you but doesn t This latest edition introduces revised expanded and new chapters covering Enhanced Campaigns Google AdWords Express and Google s Product Listing Ads as well as an introduction to Google s Universal Analytics You ll learn how to Master Enhanced Campaigns Google Shopping Campaigns and Google Analytics Implement flexible bid strategies that keep you on budget Triple traffic with Google s Display Network Profit using local advertising Corner the second largest search engine with YouTube ads Avoid costly mistakes made by most Google advertisers Chisel your way into tough markets Write killer advertising and website copy that gets clicks Determine what is and isn t working with Google s AdWords **Ultimate Guide to Google AdWords**

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Quickstart Guide To Google AdWords Jonathan Oxer, 2008-02-01 Google AdWords is instant gratification for marketing junkies but this plain language guide shows that it's not just for gurus even raw beginners can get started with AdWords and have their first campaign up and running in well under an hour for only a few dollars a day This guide will walk you through the steps of getting started with AdWords and show you how to segment your ad campaigns track results and maximise the results of your marketing investment Go from marketing zero to AdWords Hero in under 60 minutes

Ultimate Guide to Google Adwords Perry S. Marshall, Bryan Todd, 2007 Never before in the history of advertising has it been possible to spend five bucks write a couple of ads and get instant access to more than 100 million people in 10 minutes But that's exactly what Google AdWords does It's an awesome concept but you can lose a bundle if you don't know how it works Learn how to Build an AdWords campaign from scratch Identify keywords that entice people to click on your ads Get the lowest bid prices on your keywords Defeat click fraud and other scams Use search engine optimization techniques Turn clicks into customers Plus get FREE e-mail updates on Google's ever changing system

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Ultimate Guide to Local Business Marketing Perry Marshall,Talor Zamir,2016-01-18 MASTER LOCAL SEO AND REACH THE RIGHT CUSTOMERS EVERY TIME With Google local services ads returning local businesses as results on more than a billion daily searches Google Adwords expert Perry Marshall and lead generation expert Talor Zamir introduce you to the basic framework behind a successful local SEO

campaign From defining local search often confused with paid search and search engine marketing to local listing and reviews to social outreach and effective content development this guide delivers the tools to build an entire local marketing campaign You ll learn how to Capture high quality leads from Google AdWords new competitors and even legacy platforms such as Bing in 48 hours Master the components of a high converting campaign and get the most bang for your buck Harness mobile search advertising and Facebook ads for maximum results

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