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Larisa Lovelady



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The Complete Guide to Google AdWords Larisa Lovelady, 2011 Written for business owners who want to market and promote their business through search and content advertising this guide explains how to research keywords how to choose a niche in which market how to sign up for AdWords and how to begin posting ads It also explains how to become Google AdWords certified and work as a Google AdWords consultant Part 1 explains basics of the Google AdWords program and helps readers determine how Google AdWords can work best to increase their revenue Part 2 walks through establishing a Google AdWords account and part 3 tells how to measure effectiveness how to work with Google Business Solutions and how to explore other Internet advertising options The book includes case studies examples worksheets and quizzes plus a list of websites Lambert is a consultant in advertising and marketing

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Advanced Google AdWords Brad Geddes, 2014-05-02 The ultimate guide to Google AdWords is fully updated for its third edition This is the ultimate guide for those who want to quickly get beyond AdWords basics to learn and apply the advanced techniques and tactics that are used by Fortune 500 companies The book

provides insight into AdWords functionality and advanced features explaining how they work and providing tips tactics and hands on tutorials which readers can immediately use on their own PPC campaigns The third edition features more than 50 pages of new material and has been completely revised to cover all the changes to Google s system including changes to the campaign structure bid modifiers new quality score analysis techniques and the latest ad extension updates Expert author Brad Geddes gives advanced insight direction and strategies for every aspect of using AdWords to create and manage a successful pay per click marketing campaign and also shows you the best tools and techniques for keyword research including negative keywords In addition you ll Discover how to craft winning ad copy and explore advanced PPC campaign optimization techniques including how to optimize for a good quality score Explore the intricacies of the Display Network and learn how to interpret reports Learn how to use the AdWords Editor to create thousands of keywords and ad copy configurations Understand advanced bidding strategies and how to best organize and manage an AdWords account Learn how to best test everything from landing pages to ad copy The book concludes with detailed chapters on understanding interpreting and acting upon the detailed AdWords reports so you can confidently make decisions to positively impact your campaigns Advanced Google AdWords is detailed in depth and full of insights techniques tips tactics and fascinating real world case studies making it the ultimate step by step guide for developing advanced AdWords expertise

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