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ADWORDS GUIDE



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Eric Klein



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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.

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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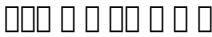
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in the capacity of sales executive

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