

Manual de Google Adwords

Nota de Edición.

Este manual se ha elaborado a partir de los temas y preguntas frecuentes publicados por el Centro de Asistencia Técnica de Google Adwords Professional. Para ver el texto íntegro y actualizado consultar la página

<http://www.google.com/intl/es/adwords/learningcenter/index.html>

1.- INTRODUCCIÓN A ADWORDS

1a: Introducción a AdWords

Búsqueda de Google

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Google AdWords

AdWords es el programa publicitario de Google. Permite crear anuncios sencillos y eficaces para mostrarlos a usuarios que buscan en Internet información relacionada con su empresa. ¿Cómo es posible mostrar sus anuncios únicamente al público más relevante? La respuesta es la publicidad basada en palabras clave.

Cuando un usuario visita Google y formula una consulta como, por ejemplo, 'buenas guitarras para principiantes', Google muestra distintos resultados relevantes, como vínculos a artículos que contengan consejos para comprar una guitarra o sitios web para personas que se inician en la música. Asimismo, muestra anuncios de AdWords que enlacen con empresas en línea que vendan guitarras, u ofrezcan clases de música u otros productos y servicios relacionados con la consulta.

Por ejemplo, supongamos que es el dueño de una tienda de música que ofrece una amplia selección de guitarras. Podría abrir una cuenta en AdWords y crear anuncios para las guitarras de gama básica de su inventario. Para cada uno de ellos, podría seleccionar palabras clave (una sola palabra o frases relacionadas con el mensaje de su anuncio) como 'guitarras para principiantes' o 'guitarras de gama básica'. Al activar su cuenta, sus anuncios serían

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