

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

Como motor de búsqueda, Google reúne y organiza una gran cantidad de información de Internet, que pone a disposición de los usuarios de todo el mundo que realizan búsquedas en línea. Estos pueden visitar [Google.com](http://www.google.com) u otros dominios de Google, introducir una consulta (términos relacionados con la información que desean encontrar) en el campo de búsqueda y hacer clic en **Búsqueda en Google**. Google les ofrecerá numerosos resultados, incluidas listas de archivos, artículos, documentos y sitios web, altamente relevantes respecto a la consulta. Si un usuario hace clic en **Voy a Tener Suerte**, accederá directamente al primer sitio web o documento de los resultados de búsqueda de Google. Los usuarios también pueden buscar resultados en Imágenes, Noticias y otros servicios especializados de Google.

Los resultados de la búsqueda aparecen a la izquierda de la página. Es importante tener en cuenta que Google no acepta pagos a cambio de incluir sitios web o documentos en los resultados de búsqueda. Sin embargo, los anunciantes pueden adquirir anuncios de AdWords de Google, que aparecen a la derecha de la página y, algunas veces, encima de los resultados.

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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Table of Contents Google Adwords User Manual

1. Understanding the eBook Google Adwords User Manual
 - The Rise of Digital Reading Google Adwords User Manual
 - Advantages of eBooks Over Traditional Books
2. Identifying Google Adwords User Manual
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Google Adwords User Manual
 - User-Friendly Interface
4. Exploring eBook Recommendations from Google Adwords User Manual
 - Personalized Recommendations
 - Google Adwords User Manual User Reviews and Ratings
 - Google Adwords User Manual and Bestseller Lists

5. Accessing Google Adwords User Manual Free and Paid eBooks
 - Google Adwords User Manual Public Domain eBooks
 - Google Adwords User Manual eBook Subscription Services
 - Google Adwords User Manual Budget-Friendly Options
6. Navigating Google Adwords User Manual eBook Formats
 - ePub, PDF, MOBI, and More
 - Google Adwords User Manual Compatibility with Devices
 - Google Adwords User Manual Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Google Adwords User Manual
 - Highlighting and Note-Taking Google Adwords User Manual
 - Interactive Elements Google Adwords User Manual
8. Staying Engaged with Google Adwords User Manual
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Google Adwords User Manual
9. Balancing eBooks and Physical Books Google Adwords User Manual
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Google Adwords User Manual
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Google Adwords User Manual
 - Setting Reading Goals Google Adwords User Manual
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Google Adwords User Manual
 - Fact-Checking eBook Content of Google Adwords User Manual
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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