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Reviewed in the United States on June 1, 2017. Verified Purchase. The author obviously knows how to use Google AdWords for successful marketing. This workbook walks the reader through the process of placing ads on the Search Network, the Display Network, and YouTube, with screenshots illustrating every step of the way.

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Covering the latest breaking news in Google AdWords, the fifth edition introduces revised, expanded and new chapters covering Enhanced Campaigns, Google AdWord's Express, Google's Product Listing Ads, and the introduction to Google's Universal Analytics. Nuances in Big Data advertising are also revealed and expanded sections and necessary updates have been added throughout. Updates specific to this edition include: Powerful bidding strategies using remarketing lists for search ads New ad extension features Automation capabilities using AdWords scripts Bonus Online Content that includes links to dozens of resources and tutorials covering: registering a domain name, setting up a website, selecting an email service, choosing a shopping cart service, finding products to sell, and starting up a Google AdWords account Readers are given the latest information paired with current screenshots, fresh examples, and new techniques. Coached by AdWords experts Perry Marshall, Mike Rhodes, and Bryan Todd advertisers learn how to build an aggressive, streamlined AdWords campaign proven to increase their search engine visibility, consistently capture clicks, double their website traffic, and increase their sales. Whether a current advertiser or new to AdWords, this guide is a necessary handbook.

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The aim of this book is to provide marketers with a detailed and easy to understand explanation on how to create, measure and scale a Google AdWords campaign. We suggest that even if you are working with an agency, you invest a few hours to understanding the basics.On a grand strategic level, this book will help you become a better marketer, focusing on smartly channeling your marketing efforts to platforms where you can track your progress and success.

Learn how to increase web traffic and sales using Google AdWords. Google's AdWords platform enables you to create pay-per-click advertisements that appear as 'sponsored links' when someone searches for content related to your product or service. You bid for the position to place your ad, and you only pay when someone clicks. It's that simple. If used correctly, AdWords can garner higher targeted traffic, which in turn will increase your conversion rates and profits. So, AdWords will definitely help your business, but you have no idea how to utilize them. What should you do? Take a couple of hours to read this book. Google AdWords for Beginners is designed to teach you the fundamentals of AdWords, how it works, why it works, and the proven techniques that you can use to make it work for you and your business. Additionally, this book details an eight-step blueprint that has consistently delivered positive results for companies. Upon completion, you'll be armed with the knowledge to launch profitable campaigns or drastically improve an existing one.
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Are You New To Google Advertising? Do You Want A Simple Guide To Get You Started Immediately? If so, this book will show you exactly how to get started. You'll Soon Find Out!- How To Get Started With Google Advertising - How To Use Google Adsense, Adwords, AND Make Money! - The Secrets SEO Masters Use To Improve Website Visability - The Words That You NEED To Use To Get Recognized - Things You Must Avoid (Or You'll Risk Getting Kicked-Off Google) - The Best Way To Find A Profitable Niche For Making Money! - And Much, Much More! Think Of How Rewarding It Will Feel To Finally Understand Google Advertising...

Since 2001 William Germano's Getting It Published has helped thousands of scholars develop a compelling book proposal, find the right academic publisher, evaluate a contract, handle the review process, and, finally, emerge as published authors. But a lot has changed in the past seven years. With the publishing world both more competitive and more confusing - especially given the increased availability of electronic resources - this second edition of Germano's best-selling guide has arrived at just the right moment. As he writes in a new chapter, the "via electronica" now touches every aspect of writing and publishing. And although scholars now research, write, and gain tenure in a digital world, they must continue to ensure that their work meets the requirements of their institutions and the needs of their readers. Germano, a veteran editor with experience in both the university press and commercial worlds, knows this audience. This second edition will teach readers how to think about, describe, and pitch their manuscripts before they submit them. They'll discover the finer points of publishing etiquette, including how to approach a busy editor and how to work with other publishing professionals on matters of design, marketing, and publicity. In a new afterward, they'll also find helpful advice on what they can - and must - do to promote their work. A true insider's guide to academic publishing, the second edition of Getting It Published will help authors understand what to expect from the publishing process, from manuscript to finished book and beyond.

Offers techniques and tips for effectively using Google AdWords and Google Analytics to run digital marketing campaigns.
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