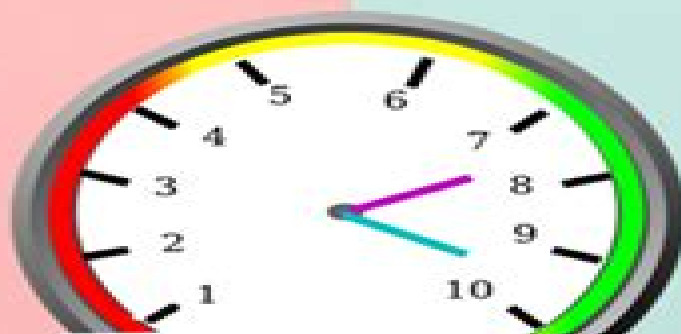




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Meyerson,2020-08-21 This ebook is written for Google AdWords practitioners that already have basic knowledge in setting up and running AdWords accounts The book explores advanced techniques and ideas that I have picked up and developed over 10 years running AdWords campaigns for small to large scale clients I explain the idea behind each technique and I give you ideas and example cases on how I have used it I then show you how to set it up step by step inside AdWords We also look at how to interpret results and how to apply it to your own campaigns we look at real data and actual results The book is made up of modules and not written in a particular order so you can choose a module or technique that seems useful to you learn about it and apply it to your own practice All the techniques taught can be applied to almost any AdWords account they have been chosen for their practicality and usefulness Google AdWords For Dummies Howie Jacobson,Joel

McDonald,Kristie McDonald,2011-11-14 The fun and friendly guide on getting the most value out of your AdWords campaigns now updated Google AdWords is a unique tool that allows you to set your own budget and create ads and choose keywords that are specifically related to your business This handy guide walks you through the newest tips tricks and techniques for maximizing your AdWords campaign Presenting coverage that is nearly entirely rewritten or revised this practical guide adds chapters on topics such as ad extensions feeds for e commerce mobile advertising advanced ad writing and the new Google display network In addition the author provides updates that reflect helpful new best practices Boasts approximately 85 percent updated or new content Updates popular topics such as experiments ad extensions feeds for e commerce mobile advertising advanced ad writing and more Incorporates changes to the AdWords interfaces Shares best practices in split testing opt in landing page structure and ad group structure Reviews new free tools included in AdWords as well as new and improved third party tools With this handy reference by your side you ll discover the best way to make a Google AdWords campaign to work for you Advanced Google AdWords, 2nd Edition Brad Geddes,2012 Master every aspect of the powerful Google AdWords platform with this one of a kind guide AdWords expert Brad Geddes the first and only Advanced AdWords Seminar leader for Google shares his detailed instruction and insights to get new users up and running quickly and teach AdWords pros some slick new tricks This must have new edition offers 50 pages of fresh material on such topics as retargeting tracking for analytics video ad features ad extensions and much more The ultimate guide to advanced Google AdWords techniques authored by a respected AdWords expert who is the Advanced AdWords Seminar leader for Google and a well known internet marketing consultant Offers insight direction and strategies for using every aspect of AdWords to create and manage successful pay per click marketing campaigns Goes well beyond the basics and offers tips and tactics that

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