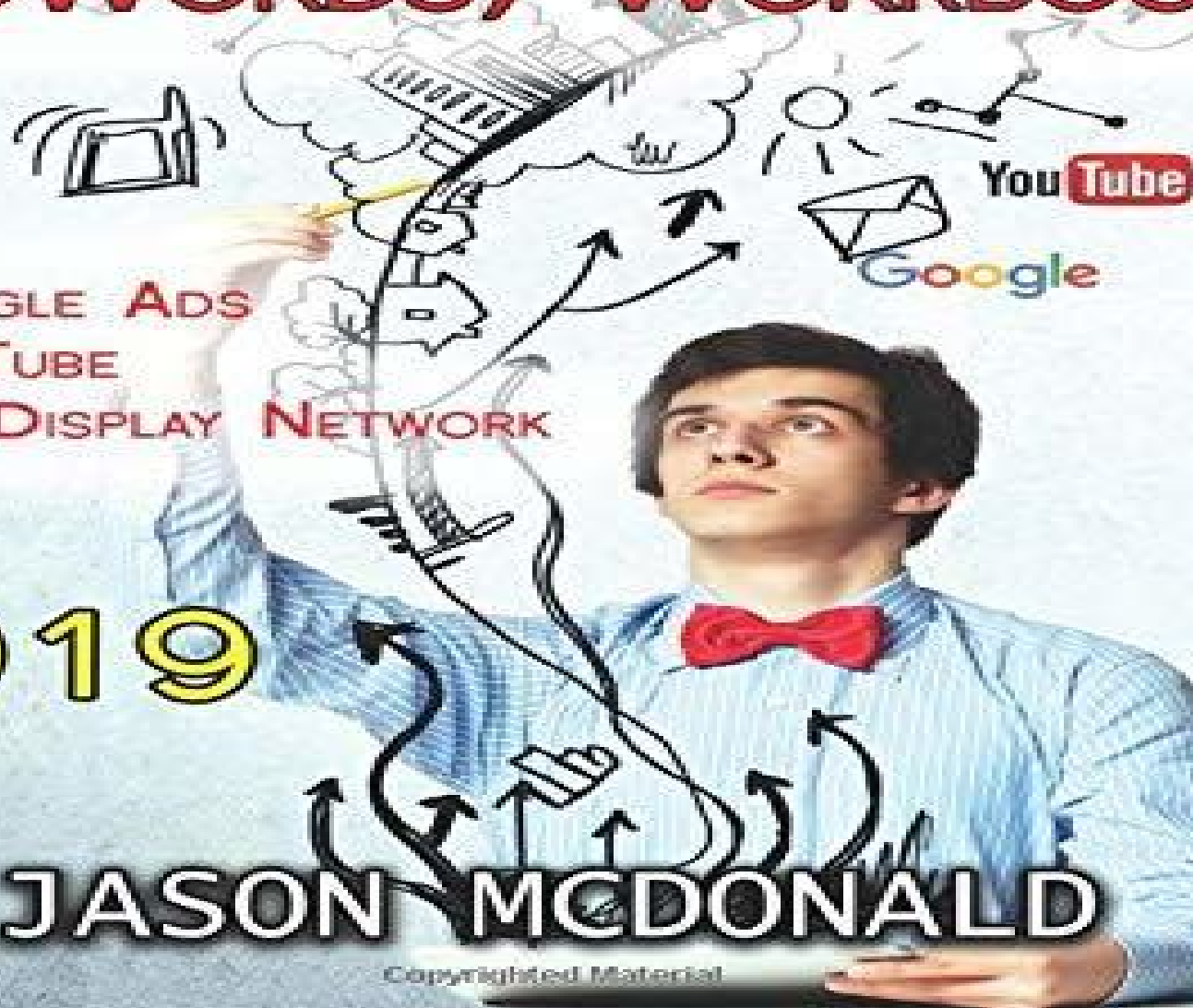


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Optimizing AdWords Paige Miller, 2016-03-31 Optimizing AdWords provides the information marketers and future marketers need to harness the power of the Google s AdWords search engine marketing applications It provides a big picture overview of the AdWords system helping businesses and individuals decide how to advertise products or their clients products Optimizing AdWords was written for those at every rung of the ladder from Marketing Directors to small business owners to students just starting out in marketing This volume is organized around accessibility and ease of use Author Paige Miller co founder of MultiPlanet Marketing Inc has written this how to guide to be super easy and fast to read and absorb It moves you straight to the salient points of the text allowing readers to take on AdWords in overview before coming back and collecting the finer details Chapters 1 through 4 cover the basics while the rest serve as a reference readers can come back to in building and growing campaigns Using this book professional marketers and other business professionals can utilize Google AdWords and optimize it for existing marketing strategies or create whole new campaigns based around the system Today given the level of competition for ad positions on Google search pages success hinges on understanding Google AdWords well enough to outperform competition This book will provide readers with the knowledge necessary to master Google AdWords

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analytics specialist Mike Rhodes present the fundamentals techniques tools and tricks 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

Google AdWords For Dummies Howie Jacobson, Joel McDonald, Kristie McDonald, 2011-12-06 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

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Google AdWords Robert Carver, 2014 This two part course workbook is designed to help the student use Google AdWords for Web marketing Part 1 of the course guide covers how to create and navigate a Google AdWords account create and manage ad campaigns work with keywords write ads for Google AdWords manage bidding and budgets launch and manage ads and create financial and performance reports Part 2 covers how to create ad campaigns for the Google Display Network configure location language and schedule for campaigns optimize contextual and placement targeting plan and create an ad campaign for YouTube optimize landing page quality and analyze and optimize Display Network campaigns This Logical Operations courseware addresses skills that are tested in the Google Certified Professional GCP exam series for Google AdWords [Google Ads Mastery Guide](#) Laura Maya, 2020-04-18 Given its reach and authority Google Ads should be a part of every marketer's paid strategy With Google Ads everybody can access a full fledged platform for advertising your products or services to users on tablets and smartphones Using the strategy and information provided in this Google Ads Mastery Guide you have what you need to create a successful Google Ads campaign that drives clicks and converts leads Here is an excellent opportunity to learn and master the essentials to better your Google Ads and get amazed at the ROI it will generate This is the right time to grab this opportunity to engage and expand your audience with the world's largest Advertising platform If you're reading this you've probably heard all about pay per click PPC advertising and its leading advertising platform Google Ads also known as Google AdWords With over 246 million unique visitors 3.5 billion daily interactions and an estimated 700% return on investment Google Ads is undoubtedly the best place to target your audience with advertising Learn more about the cost effectiveness of Google Ads with these statistics Google delivers an 8.1 return on

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The Definitive Guide to Google AdWords Bart Weller, Lori Calcott, 2012-07-13 There is one simple way to exponentially increase the amount of traffic coming to your website and the number of people aware of your product or service through the use of Google AdWords and related marketing technologies The Definitive Guide to Google AdWords will walk you through every step needed to maximize your marketing and advertising power Everything related to the platforms are covered in detail account setup campaign creation reporting optimization analytics ad creation mobile advertising and much more Learn to take full advantage of all of the marketing options available through AdWords including Geo targeting distribution and placement of ads Advanced account management and budget strategies Keywords metrics and ROI management Tools such as Keywords Editor Website Optimizer and Conversion Optimizer Mobile marketing implementations and strategies Working with the various APIs

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business online I wasted thousands of dollars getting clicks I did not need and hundreds of hours working with the ads only to get my account suspended as soon as I got a positive ROI By 2012 I started managing Google AdWords for clients based on my experience failing to do my own ads successfully Amazingly client ads were often easier to do than my own and inspired me to try a new approach to AdWords using YouTube advertising also known as Google AdWords for video YouTube now is my biggest asset online thanks to YouTube advertising and continues to help me build deeper relationships with followers and customers that just watched one video Four years after I got my first AdWords account suspended I gained enough courage to try again on advertising my online courses with a new website and new business model From the beginning I was getting sales for 20 in ad spend and eventually got down to sales consistently for 5 with display ads and 8 with search ads When this was combined with the higher ranking on Udemy and the organic search traffic follow up from students sharing the courses my work on Google AdWords became part of a multimillion dollar sales system selling courses online That sounded impressive right Good because I love to try and impress everyone with how smart I am Let s enjoy the flight up for a moment before back down to earth again My Google AdWords advertising system was so good that if you were finding out about Udemy you were sure to encounter my courses and soon my courses were a dominant presence on Udemy with me having as many as 170 000 students in my courses At one point my ad spend was nearly 1 000 per day with around 1 000 clicks to 10 000 per day from nearly every country in the world I had an affiliate remarketing system setup that was just on the edge of the terms and conditions where if you searched for Udemy you would find my instructor course with no affiliate link and then I would show you ads to go back to Udemy with an affiliate link plus buy my courses for 9 using a free coupon that allowed me to work outside the pricing system then in place With so many students in my courses I could actually track affiliate conversions in Google AdWords and was continually consuming more of the entire Udemy student base into my courses In June 2016 Udemy sent me an email out of nowhere banning me from the website based on what felt like to me an excuse to breakup rather than an actual policy violation I was so consumed with the rules that I knew was was allowed and at the same time was attempting to slide around the spirit of the rules for my benefit in every way technically available especially with Google AdWords With being banned from Udemy my entire Google AdWords system collapsed immediately With no more Udemy courses all of the thousands of ads I made had to be edited Those edited ads failed utterly to sell courses directly hosted through my website because the entire system worked together Now I am starting over again with Google AdWords as I try to teach for free online This book is based on my bestselling Google AdWords course on Udemy which had thousands of students before it was banned Michel Gerard took hours of his time to transcribe this book into a format that I hope will show you how I setup my Udemy advertising system and help you get through your challenges with more grace than I did with Google AdWords Today that last part of my system that still works is YouTube remarketing ads which I am continuing to do at scale with my business Thank you very much for reading this I hope my honest sharing of

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