



Google AdWords For Dummies

By Howie Jacobson

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Google AdWords For Dummies By Howie Jacobson

A completely updated reference to help you get the most value out of your AdWords campaigns

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. When your ad appears next to the search results, people can simply click your ad to learn more about you or make a purchase. This handy guide walks you through the newest tips, tricks, and techniques for maximizing your AdWords campaign.

Offering valuable advice, this new edition includes case studies from readers who have shared what they learned from using the techniques revealed in the first edition.

- A revised and updated guide that shares invaluable advice for maximizing your AdWords campaign
- Discusses changes to the AdWords interface as well as 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
- Includes an in-depth explanation of Google's free Web site testing and optimization tool: Website Optimizer
- Includes a Google AdWords gift card worth \$25 (details inside book)

With this handy reference by your side, you will discover the best way to put a Google AdWords campaign to work for *you*!

Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.



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Editorial Review

From the Back Cover

Boost your bottom line with your \$25 Google AdWords credit — see inside

Google AdWords lets you create ads that appear beside search results specifically related to your business — and you can set your own budget. Here's how to use AdWords and get the most from the newest tools, including the exciting Website Optimizer. And along with all this great advice, you get a gift card worth \$25 on your first AdWords campaign!

- See what's new — explore the changes in the AdWords interface, new free tools, and enhanced third-party tools
- Optimize — see how the Website Optimizer works and how to effectively test landing page elements, order forms, and other aspects of your site
- Economize — use conversion tracking to keep your costs low
- What's best — benefit from best practices in split testing, opt-in landing page structure, and ad group structure
- Discover what works — learn from case studies where readers of the first edition share their experience and techniques they've used

Open the book and find:

- How to turn clicks into cash
- Secrets for writing ads that attract clicks
- How you control what your campaign costs
- Why you want to discourage some people from clicking
- Tips for choosing keywords that work
- How Google Analytics can help you increase sales
- Ways to identify your market
- Your Google AdWords gift card worth \$25!

Visit the companion Web site at www.dummies.com/go/adwords2e for additional tips and tricks to help you make the most of the latest developments in Google AdWords

About the Author

Howie Jacobson is an Internet marketing strategist who specializes in growing businesses using Google AdWords. He offers coaching, telecourses, workshops, and presentations on his Breakthrough Online Profits methodology. Readers can find free tools, tips, and techniques on his Web site, AskHowie.com.

Users Review

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