

The Definitive Guide to

Google ADWORDS

Learn how to use Google AdWords to grow your business. This book covers everything you need to know about Google AdWords, from creating your account to managing your campaigns. It includes a step-by-step guide to setting up your account, choosing your keywords, creating your ads, and managing your campaigns. It also includes a chapter on advanced topics like remarketing and AdSense.

- **Keywords:** Learn how to choose the right keywords for your business and how to use them to create your ads. (Page 100)

- **Ad Groups:** Learn how to create ad groups that target specific keywords and how to use them to create your ads. (Page 110)

- **Ad Campaigns:** Learn how to create ad campaigns that target specific keywords and how to use them to create your ads. (Page 120)

- **AdWords Tools:** Learn how to use the AdWords tools to manage your campaigns and how to use them to create your ads. (Page 130)

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