

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 first campaign to advanced strategies for maximizing your return on investment. You'll learn how to choose the right keywords, create compelling ads, and track your results. This book is the definitive guide to Google AdWords.

- **Keywords:** How to choose the right keywords for your business and how to use them to create your ads.

- **Ad Groups:** How to create ad groups that target the right audience and how to use them to create your ads.

- **Ad Campaigns:** How to create ad campaigns that target the right audience and how to use them to create your ads.

- **Tracking:** How to track your results and how to use the data to optimize your campaigns.

Perry Marshall & Bryan Todd

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Raffaela Di Napoli



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