

The Definitive Guide to

Google ADWORDS

Learn how to use Google AdWords to grow your business. This book covers everything you need to know to get started with Google AdWords, from choosing keywords to creating ads and managing your campaign. It also includes a chapter on advanced topics like remarketing and AdSense.

- **Keywords:** How to choose keywords that will drive traffic to your website and increase sales (page 100)

- **Ad Groups:** How to create ad groups that target specific keywords and drive traffic to your website (page 105)

- **Advertisements:** How to create ads that are relevant to your keywords and drive traffic to your website (page 110)

- **Conversion Tracking:** How to track conversions and measure the success of your campaign (page 115)

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