

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 choosing keywords to creating ads and managing your campaign. It includes a step-by-step guide to getting started with Google AdWords, and a detailed explanation of the AdWords interface and the various tools and features available. The book also includes a chapter on advanced topics such as remarketing and conversion tracking.

- **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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Perry Marshall Definitive Guide To Google Adwords

Dan Moskel



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