

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, and creating your ads. It also covers advanced topics like remarketing and conversion tracking.

- **Keywords:** Learn how to choose the right keywords for your business and how to use the Google Keyword Planner to find new keywords.

- **Ad Groups:** Learn how to create ad groups that target specific keywords and how to use the AdWords interface to manage your ad groups.

- **Quality Score:** Learn how to improve your Quality Score and how to use the Quality Score tool to see how your ads are performing.

- **Conversion Tracking:** Learn how to set up conversion tracking and how to use the conversion tracking tool to see how many conversions your ads are generating.

Perry Marshall & Bryan Todd

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