



AdWords For Dummies

Howie Jacobson

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- AdWords lets every business-from eBay PowerSellers to Fortune 500 companies-create targeted, cost-efficient advertising campaigns on the Web, and accounts for the bulk of Google's \$6 billion in annual revenues
- This all-new guide helps advertisers get a handle on AdWords complexities and nuances, adopt AdWords best practices, and turn clicks into ka-ching!
- Topics covered include conducting quick and cheap market research, crafting a message that cuts through the clutter, choosing AdWords settings, bidding on keywords, setting a maximum daily spend, improving the Web page that an ad points to, testing strategies, tracking results, and using Web analytics tools
- Includes an exclusive offer from Google-AdWords credits equivalent to the price of the book-plus a companion Web site with up-to-the-minute AdWords tips and tricks, narrated video walkthroughs, and free trials of the author's software

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