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## Google Advertising Tools: Cashing in with AdSense and AdWords (Animal Guide)

*Harold Davis, David Iwanow*  
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**Harold Davis, David Iwanow : Google Advertising Tools: Cashing in with AdSense and AdWords (Animal Guide)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Google Advertising Tools: Cashing in with AdSense and AdWords (Animal Guide):

5 of 11 people found the following review helpful. Save your moneyBy CymryIf you have never used a computer before, don't know what Google is, can't click on Google's entirely helpful links and tutorials online, and you need something to physically hold onto whenever you think about learning something new.....well, this is the book for you.Otherwise, there is nothing here you can't easily learn for free on Google's adwords or adsense site.3 of 3 people found the following review helpful. Great Book, But is this new edition any different?By Jeff WignallThe original edition (2006) of this book is great--the single best volume I've read on Google advertising tools. I learned a tremendous amount about the concepts of Adsense and Adwords and quite a bit about how Google works (or how it

worked at the time). So based on the earlier edition, I think that almost any page in this book is worth the cover price. But there's nothing that I see in this description of the updated edition (other than "2nd Edition" on the cover) that tells me if anything new has been added. Harold Davis is quite a good and extremely prolific writer and I'd be surprised if he just repackaged the old book (especially since the publisher didn't even update the cover), but the publisher ought to be hawking any updates and they're not--which makes me think, same old, same old. Google changes too fast to not update this book once a year and it was such a fine effort to begin with, I'd hate for it to seem stale to anyone. Still, if you are new to either buying Adwords or trying to make money from AdSense ads, you will absolutely not regret owning this book. There is a ton of practical and in-depth information in this book and it's exceedingly well written--I'd just like to know if I am spending money on a book I already own. I recently updated one of my books *The NEW Joy of Digital Photography* and trust me, we spent nine hard months working on it--hundreds of new photos and tens of thousands of new words. I barely recognize them as being the same book. So I hope the publisher of this book will step up with a new description. And by the way, despite all of my hard work and long hours, despite reading dozens of books, I still make barely anything from AdSense ads...which I'm sure is nobody's fault but my own, but if anyone has any good books to suggest, I'm eager to read more on this topic and on SEO in general.

With this book, you'll learn how to take full advantage of Google AdWords and AdSense, the sophisticated online advertising tools used by thousands of large and small businesses. This new edition provides a substantially updated guide to advertising on the Web, including how it works in general, and how Google's advertising programs in particular help you make money. You'll find everything you need to work with AdWords, which lets you generate text ads to accompany specific search term results, and AdSense, which automatically delivers precisely targeted text and image ads to your website. Google Advertising Tools focuses on best practices, with several case studies that demonstrate which approaches work well, which don't, and why. Google's ad programs can help any business with a web presence, and this guide explains precisely how to use them. Learn how to create effective campaign plans for your website. Understand the PageRank algorithm, Search Engine Optimization (SEO), and Search Engine Marketing (SEM). Drive traffic to your website and make money as an advertising host. Add AdSense code and Google search to your site. Learn how content, search, and referral ads perform. Create and edit AdWord campaigns. Monitor AdWords activity and improve your campaign's performance.

**About the Author** Harold Davis is the author of more than thirty books on a wide range of topics from art and photography to computer programming and the Internet. He has been a professional photographer, lawyer, software developer, enterprise consultant, and the chief technology officer for an Internet startup.