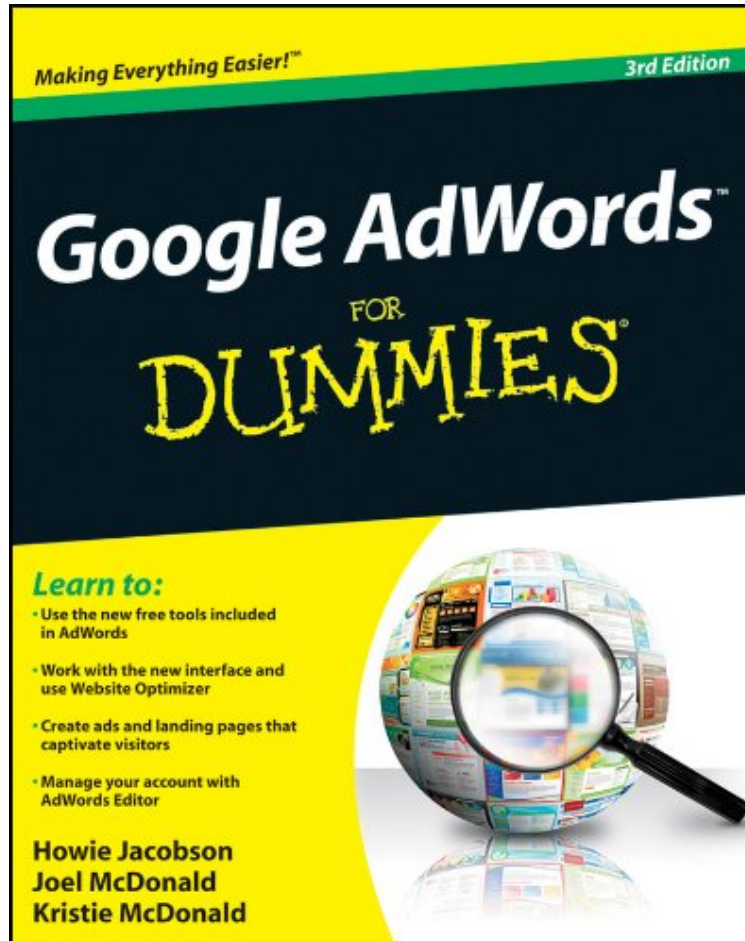


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## Google AdWords For Dummies

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**Howie Jacobson, Joel McDonald, Kristie McDonald : Google AdWords For Dummies** before purchasing it in order to gage whether or not it would be worth my time, and all praised Google AdWords For Dummies:

30 of 32 people found the following review helpful. Modest, Humorous ThoroughBy Perry MarshallA few years ago at an airport, I got a call from Howie Jacobson. "Hey Perry, the people who publish the 'Dummies' books asked me to write an AdWords book and I said yes. Um, I hope that's okay."I'd taught him AdWords early on, and he didn't wanna tick me off by competing with my own books."No problem, Howie. I just want to make sure all the people in the AdWords cartel are my friends."Howie is a very good friend of mine and I'm proud of him and his book. I also know his co-authors, Joel and Kristie. The three of them run the online marketing firm Vitruvian. Allow me to tell you about Howie's book.The first thing I like about this book is the cartoons. AdWords has gone from being a glamorous "bright shiny object" for make-money-fast types (deservedly so) to being quite a complex undertaking for large accounts.The result is that about half the AdWords books and courses out there are dreadfully boring. They read like computer manuals. It's a shame to do that to AdWords because it's a game for people who understand people, just as much as it's a game for people who do spreadsheets. Howie's occasional humor is appreciated. You might want to use some humor

in your AdWords career, as well. And unless you want to drill down into your AdWords campaigns with Excel pivot tables and mind-numbing detail, this book contains all the basic information you need to build a large and successful campaign. My favorite chapter is The Ten (or so) Top AdWords Mistakes. Success in AdWords is largely about having layers of refinement that most other advertisers don't bother with. This tells you what the 10 most important layers are. If you already spend significant dinero on AdWords and want an instant improvement, this chapter will pay for your book a dozen times over. And the case studies in the following chapter highlight different dimensions of thinking that you need to solve different kinds of problems. The advantage Howie company have over most people is, they've worked in dozens of different industries, where click behavior varies widely from one to another. This chapter is bound to show you something you'd never notice on your own. One last thing: Howie's modesty - to the point of checking in with me before he went and wrote the first edition of this book - tells you something about him. He under-promises, over-delivers, and treats readers, vendors and customers with respect. When you're laying down your cash to grow a business, that's a big deal. Howie respects your dollar and that's what makes him a worthy teacher. Excellent job, Howie. A top pick. 0 of 0 people found the following review helpful. Five Stars By D from Arkansas Good base of knowledge. 0 of 0 people found the following review helpful. Book on Adwords By Customer As expected

The fun and friendly guide on getting the most value out of your AdWords campaigns, now updated! Google AdWords is a unique tool that allows you to set your own budget and create ads and choose keywords that are specifically related to your business. This handy guide walks you through the newest tips, tricks, and techniques for maximizing your AdWords campaign. Presenting coverage that is nearly entirely rewritten or revised, this practical guide adds chapters on topics such as ad extensions, feeds for e-commerce, mobile advertising, advanced ad writing, and the new Google display network. In addition, the author provides updates that reflect helpful new best practices. Boasts approximately 85 percent updated or new content Updates popular topics such as experiments, ad extensions, feeds for e-commerce, mobile advertising, advanced ad writing, and more Incorporates changes to the AdWords interfaces Shares best practices in split testing, opt-in landing page structure, and ad group structure Reviews new, free tools included in AdWords as well as new and improved third-party tools With this handy reference by your side, you'll discover the best way to make a Google AdWords campaign to work for you!

From the Back Cover Learn how to build and manage AdWords campaigns that pay off for your business! Google AdWords can be a complex topic, which is exactly why you need this book. Here you'll find it divided into manageable chunks, showing what you need to consider before you start, how to structure your campaign and ad groups, tips for creating landing pages that grab visitors, advice on campaign management, and ways to maximize your results. Get started mdash; learn to set up your account, use the AdWords Dashboard, plan your campaign, and write magnetic ads Be direct mdash; take advantage of the AdWords direct-marketing approach to generate leads, make new sales, and test your website and marketing efforts Crunch the numbers mdash; explore the tools in the AdWords interface that help you analyze your campaign and determine what's working best Soft landings mdash; see what goes into a perfect landing page and how to please Google's reviewers Send in the clones mdash; boost your results by cloning your campaigns Open the book and find: The two types of online marketing Hints for reading the mind of your market Why split testing pays off How to measure your results Tips on tracking conversions Who may show up on your landing page Ways to make your ads more effective Ten common mistakes you can avoid Learn to: Use the new free tools included in AdWords Work with the new interface and use Website Optimizer Create ads and landing pages that captivate visitors Manage your account with AdWords Editor About the Author Howie Jacobson is an Internet marketing strategist who specializes in helping clients succeed with Google AdWords. Joel McDonald is a Google AdWords consultant and popular conference speaker. Kristie McDonald is a Google AdWords Certified Professional and a strategic marketing consultant. Howie, Joel and Kristie are partners at the online marketing firm Vitruvian, found at [www.VitruvianWay.com](http://www.VitruvianWay.com).