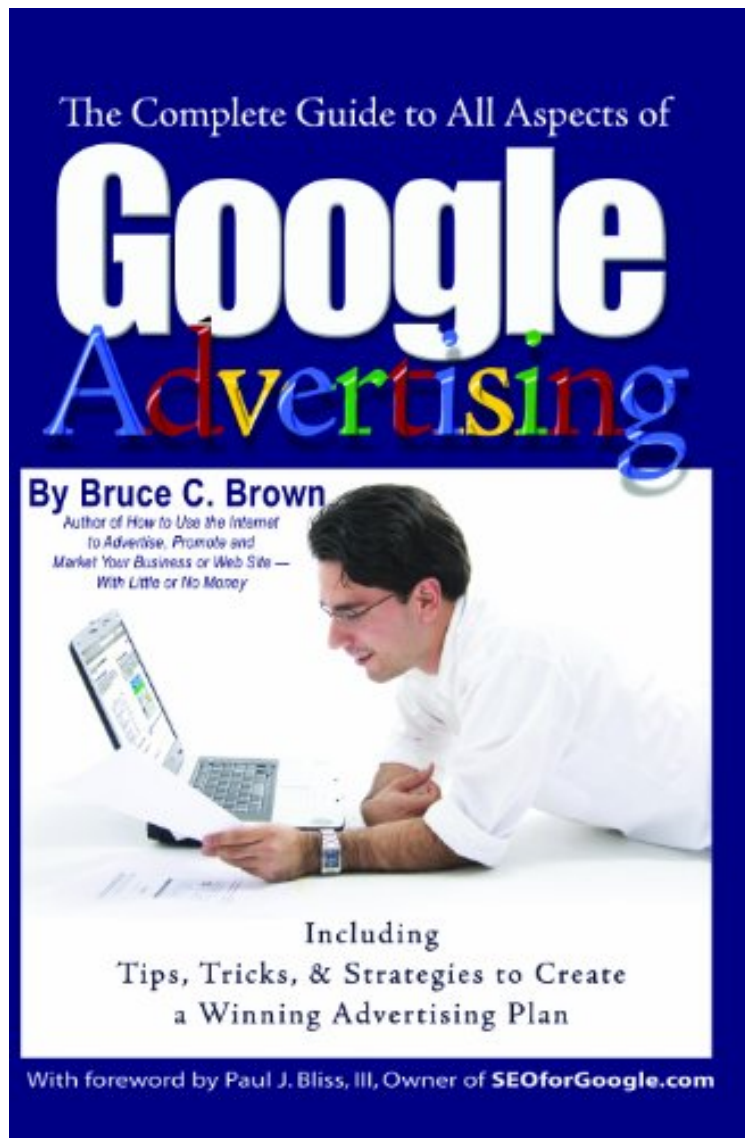


(Download) The Complete Guide to Google Advertising: Including Tips, Tricks, Strategies to Create a Winning Advertising Plan

The Complete Guide to Google Advertising: Including Tips, Tricks, Strategies to Create a Winning Advertising Plan

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0 of 1 people found the following review helpful. Really, Really BasicBy Matthew AaronWhen I saw this book, I was

excited about reading it. Unfortunately, it's not really what it claims to be. There is lots of basic info about Google, but very little about Adwords, and certainly not anything advanced. Don't be fooled by the other reviews -- this is a basic guide to Google, not a 'complete' guide. 0 of 1 people found the following review helpful. Useless book
By Eugene Retunsky
Just a useless book. It might be useful for people who don't know anything about Internet ads. But I would not recommend it even then. It's outdated and contains a small amount of useful information. 7 of 7 people found the following review helpful. Great Google Guide
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This publication unravels the workings of the most popular search engine on the internet, Google. Through creativity, organization and strategically placed keywords, Google will place the website for your business in the top search results and you will have more visits to your site. It only makes sense that more visits, or hits, the more sales you will make.
In The Complete Guide to Google Advertising, Bruce C. Brown explains how to utilize the various marketing methods Google offers. The techniques explained include Pay-Per-Click advertising, AdWords and AdSense. He also provides a history of Google and online marketing that is extremely informative. Various case studies are cited to provide back-up proof that these techniques work. The section that I found the most interesting was about developing a marketing plan. Mr. Brown not only identified the steps to achieve that, but he also explained each one in detail. Beginning with a market analysis and moving on through establishing a business objective until you finally end up with a marketing strategy. Through this it is much easier to decide which aspect of Google's marketing choices will fit your business the best. This is a book that can be referred back to repeatedly as the focus of your business changes and markets fluctuate. This book is a great resource for Internet marketing.

Google has created numerous marketing and advertising products that are fast and easy to implement in your business today including AdSense, Adwords, and the Google APIs. This new book takes the confusion and mystery out of working with Google and its various advertising and marketing programs. Are you one of the many who think Google is simply a search engine? Yes, it is true that Google is the most popular search engine on the Web today. More than 275 million times a day, people use Google and its related partner sites to find information on just about any subject. Many of those people are looking for your products and services. Consider this even if you don't have a Web site or product. There are tremendous opportunities on the Internet and money to be made using Google. Through this book you will learn the secrets of working with Google without making costly mistakes. This book is an absolute must-have for anyone who wants to succeed with advertising on Google. This book teaches you the ins and outs using all of Google's advertising and marketing tools. You will instantly start producing results and profits. In addition to the extensive research placed in the book, we spent thousands of hours interviewing, e-mailing, and communicating with hundreds of today's most successful Google advertising experts. This book contains their secrets and proven successful ideas, including actual case studies. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.