

Google AdWords For Dummies

By Howie Jacobson, Kristie McDonald

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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*!

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Editorial Review

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 — learn to set up your account, use the AdWords Dashboard, plan your campaign, and write magnetic ads
- Be direct — take advantage of the AdWords direct-marketing approach to generate leads, make new sales, and test your website and marketing efforts
- Crunch the numbers — explore the tools in the AdWords interface that help you analyze your campaign and determine what's working best
- Soft landings — see what goes into a perfect landing page and how to please Google's reviewers
- Send in the clones — 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 includedin 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.

Users Review

From reader reviews:

Elias Rosser:

The book Google AdWords For Dummies will bring that you the new experience of reading a new book. The author style to clarify the idea is very unique. In case you try to find new book to see, this book very appropriate to you. The book Google AdWords For Dummies is much recommended to you you just read. You can also get the e-book in the official web site, so you can quicker to read the book.

Tony Paulson:

Spent a free time to be fun activity to complete! A lot of people spent their free time with their family, or their own friends. Usually they carrying out activity like watching television, planning to beach, or picnic within the park. They actually doing same every week. Do you feel it? Do you want to something different to fill your current free time/ holiday? Could possibly be reading a book can be option to fill your no cost time/ holiday. The first thing you ask may be what kinds of guide that you should read. If you want to try look for book, may be the publication untitled Google AdWords For Dummies can be good book to read. May be it can be best activity to you.

Mitchell Boone:

People live in this new morning of lifestyle always try to and must have the extra time or they will get large amount of stress from both everyday life and work. So , once we ask do people have spare time, we will say absolutely sure. People is human not a robot. Then we ask again, what kind of activity are you experiencing when the spare time coming to an individual of course your answer can unlimited right. Then do you try this one, reading books. It can be your alternative within spending your spare time, the actual book you have read will be Google AdWords For Dummies.

Clifford Walsh:

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