



Google Adwords for Beginners: A Do-It-Yourself Guide to Ppc Advertising (Paperback)

By Corey Rabazinski

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Learn how to increase web traffic and sales using Google AdWords. Google s AdWords platform enables you to create pay-per-click advertisements that appear as sponsored links when someone searches for content related to your product or service. You bid for the position to place your ad, and you only pay when someone clicks. It s that simple. If used correctly, AdWords can garner higher targeted traffic, which in turn will increase your conversion rates and profits. So, AdWords will definitely help your business, but you have no idea how to utilize them. What should you do? Take a couple of hours to read this book. Google AdWords for Beginners is designed to teach you the fundamentals of AdWords, how it works, why it works, and the proven techniques that you can use to make it work for you and your business. Additionally, this book details an eight-step blueprint that has consistently delivered positive results for companies. Upon completion, you ll be armed with the knowledge to launch profitable campaigns or drastically improve an existing one.



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