



## Pay-Per-Click Search Engine Marketing: An Hour a Day

By David Szetela, Joseph Kerschbaum, Michael Flores

John Wiley and Sons Ltd. Mixed media product. Book Condition: new. BRAND NEW, Pay-Per-Click Search Engine Marketing: An Hour a Day, David Szetela, Joseph Kerschbaum, Michael Flores, The complete guide to a winning pay-per-click marketing campaign Pay-per-click advertising -the "sponsored results" on search engine results pages-is increasingly being used to drive traffic to websites. Marketing and advertising professionals looking for a hands-on, task-based guide to every stage of creating and managing a winning PPC campaign will get the step-by-step instruction they need in this detailed guide. Using the popular An Hour A Day format, this book helps you avoid the pitfalls and plan, develop, implement, manage, and monitor a PPC campaign that gets results. \* Successful pay-per-click campaigns are a key component of online marketing \* This guide breaks the project down into manageable tasks, valuable for the small-business owner as well as for marketing officers and consultants \* Explains core PPC concepts, industry trends, and the mechanics that make a campaign work \* Shows how to perform keyword research, structure campaigns, and understand campaign settings and various pricing models \* Discusses how to write ads, develop and test landing pages, use ad groups, and leverage Google's content network \* Covers...



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