



A Quick Start Guide to Google Adwords: Get Your Product to the Top of Google and Reach Your Customers

By Mark Harnett

Kogan Page. Paperback. Condition: New. 128 pages. Dimensions: 7.7in. x 5.0in. x 0.4in. A Quick Start Guide to Google AdWords outlines the background to Google, reveals the secrets behind pay-per-click advertising and what sells online, and gives vital tips on how to create a great campaign. With up-to-the-minute case studies and tips on vital business skills it covers: how to set up an account; the secrets of what sells online; how to word your ads effectively; how to pay the least amount for the most popular words; how to track profits; pitfalls to avoid. For the non-techie who wants to be involved, this book will show you how to research, prepare and run your own AdWords campaign as well as giving you the tools and the confidence to be able to explain it to others. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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