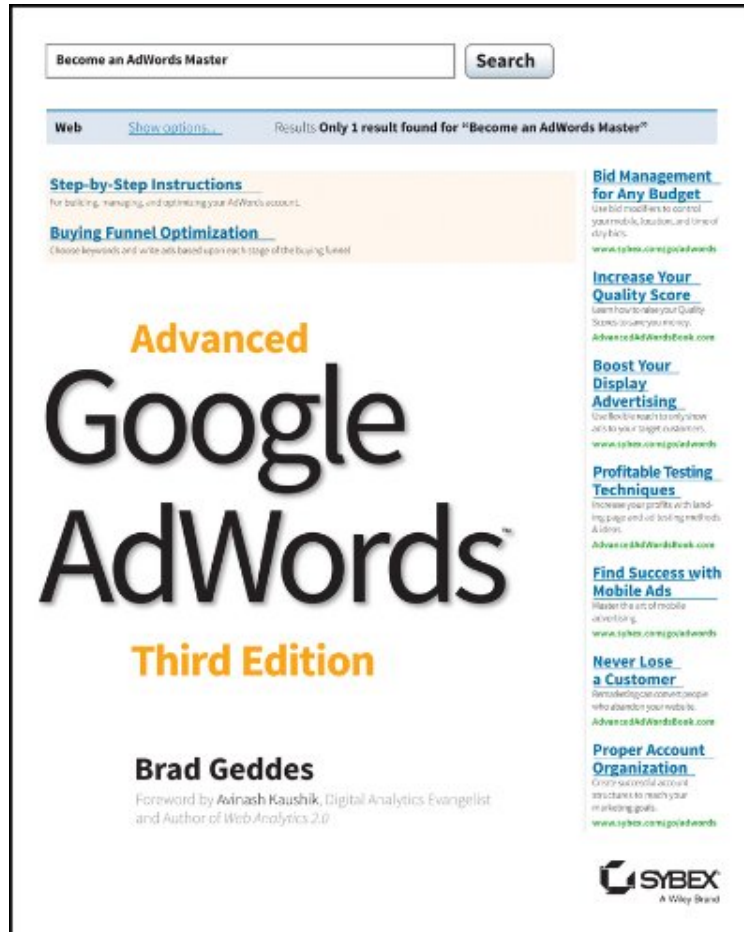


Advanced Google AdWords

Brad Geddes

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Brad Geddes : Advanced Google AdWords before purchasing it in order to gage whether or not it would be worth my time, and all praised Advanced Google AdWords:

11 of 12 people found the following review helpful. A remarkably creative, helpful and enjoyable book for a dull subject. By Customer I'm only one forth of the way through this book but am already finding it extremely helpful, and have implemented some of the authors suggestions in my adwords accounts. I have been using adwords for about 4 years. Google will tell you everything you want to know about how to use all the technical features in adwords. But they don't tell you what the best marketing strategies are for using them. The author explains the psychology of search, the "marketing funnel" and defining goals when choosing your keywords. Which keyword match types to use, when to use them, and how to bid. How to write effective and compelling ads and align these with your keywords, adgroups and landing pages. Tips for ad copy that gets clicks, how to use mobile ads and extensions ect. (and this is only up to chapter 4) In spite of the fact that this book is about adwords and because of that has the potential to be horribly dull, it is so well written it is actually enjoyable to read. It is thorough, detailed and carefully organized. Creative and smart marketing + Adwords. I love this book and highly recommend it. (I'd also like to add this is not just about

marketing, the author includes and thoroughly explains all the technical information about setting up and using adwords.)0 of 0 people found the following review helpful. The book you need to advance your knowledge skill in Google adwordsBy Tamar TBest book regarding this topic. My knowledge and skill on adWords is really upgraded to another level. Very thorough and easy to follow explanation. Readers should have some basic knowledge about AdWords before starting this book, this book explains not only what to do but also why you do it (the logic behind google adwords), it helps establishing a very good foundation about google adwords and how to expand from there. I bought the kindle version first, and then decided to buy the paper book for easy reference.13 of 15 people found the following review helpful. The AdWords BibleBy JP fromThis is THE definitive Google AdWords book. I call it the AdWords bible.This book is NOT for beginners, so buyer beware. You should have a basic understanding and some experience managing an AdWords account.Having said that, this book thoroughly and systematically covers everything involved in creating, maintaining and growing a successful AdWords account using the Search, Display Remarketing platforms.I have to make a direct comparison to someone who many would consider one of Brad Geddes only other "competitor" in the AdWords education market: Perry Marshall.In my humble opinion, Perry's website, videos and recent AdWords book is geared more towards the "Internet Marketer" who is trying to make a living simply by some variation of affiliate marketing and/or niche marketing. And that's where the difference between Brad Geddes and this book vary so much with Perry's. Brad's book seems to be more of a no hype, no fluff, straight to the point AdWords manual for ANYONE who is interested in learning more.I can't say enough, this book is all you really need to become an AdWords advanced user on your path to becoming an expert.Buy this book!

The ultimate guide to Google AdWords is fully updated for its third editionThis is the ultimate guide for those who want to quickly get beyond AdWords basics to learn and apply the advanced techniques and tactics that are used by Fortune 500 companies. The book provides insight into AdWords' functionality and advanced features, explaining how they work and providing tips, tactics, and hands-on tutorials, which readers can immediately use on their own PPC campaigns.The third edition features more than 200 pages of new material, endless smaller updates, and has been completely revised to cover all the changes to Google's system, including changes to the campaign structure, bid modifiers, new quality score analysis techniques, and the latest ad extension updates. Expert author and speaker, Brad Geddes, gives advanced insight, direction, and strategies for every aspect of using AdWords to create and manage a successful pay-per-click marketing campaign, and also shows you the best tools and techniques for keyword research, including negative keywords. In addition you'll: Discover how to craft winning ads Explore advanced PPC campaign optimization techniques Learn how to increase your quality scores Explore the intricacies of the Display Network and remarketing Learn how to use the AdWords Editor to easily scale your account by creating thousands of keywords and ads Utilize advanced bidding strategies Understand how to best organize and manage an AdWords account Learn how to successfully test everything from landing pages to ads The book concludes with detailed chapters on understanding, interpreting, and acting upon the detailed AdWords reports so you can confidently make decisions to positively impact your campaigns. Advanced Google AdWords is detailed, in-depth, and full of insights, techniques, tips, tactics, and fascinating real-world case studies, making it the ultimate step-by-step guide for developing advanced AdWords expertise.

From the Back CoverThe best-selling AdWords book on the market has been fully updated. Advanced Google AdWords, Third Edition, is the ultimate guide to Google's dominant ad platform. This book