

Advanced Google AdWords

By Brad Geddes



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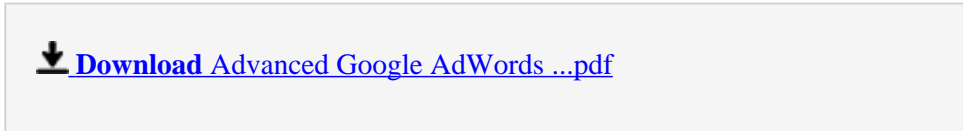
The ultimate guide to Google AdWords is fully updated for its third edition This is the ultimate guide for those who want to quickly get beyond AdWords basics to learn and apply the advanced techniques and tactics that are used by Fortune 500 companies. The book provides insight into AdWords' functionality 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.



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Editorial Review

From the Back Cover

The 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 teaches readers how to use techniques employed by Fortune 500 companies in their own advertising campaigns.

Updates to the book include information on Google's platform, including changes to the campaign structure, bid modifiers, and the latest ad extension updates. Expert author Brad Geddes draws from his personal experience as an Advanced AdWords Seminar leader to show you how to implement advanced PPC campaign techniques.

- Master how to craft and test winning ads
- Discover how to easily research keywords and find what match types to use
- Learn how to increase your quality scores to save money
- Use the AdWords Editor to create thousands of keywords and ad copy configurations
- Uncover advanced bidding strategies to make your account more profitable
- Develop successful account organisational strategies
- Learn how to best design and test landing pages
- Spice up your text ads with Ad Extensions
- Learn how to expand your advertising reach with the Google Display Network
- Explore new ways to manage and grow your AdWords account

"Brad Geddes takes it to the next level, showing you not only how to get the most from your search advertising campaigns, but more importantly why you should use specific features and techniques, who you should be targeting with your creative, and when to use the scores of advanced tactics he describes for maximum impact and profitability."

--**Chris Sherman, Executive Editor, Search Engine Land**

"Brad's book is a powerful combination of deep insight and simple prescriptions that will help anyone, from AdWords novice to seasoned pro, get more clicks and make more sales."

--**Howie Jacobson, Ph.D., author of Google AdWords For Dummies**

Brad Geddes is one of the few people in the PPC world that I trust to deeply know the facts, communicate them clearly, and add value with insights that save time and/or money.

This book is perfect for anyone who wants to really learn paid search and discover the best ways to improve their results."

--**Craig Danuloff, Founder, ClicEquations**

About the Author

AdWords expert **Brad Geddes** is an Internet marketing consultant and the first and only Advanced AdWords Seminar leader that Google selected to conduct seminars for top businesses. He has advised companies such as Amazon, Red Lobster, Encyclopedia Britannica, and other Fortune 500 companies.

Users Review

From reader reviews:

Raymond Levine:

The book Advanced Google AdWords will bring you to definitely the new experience of reading some sort of book. The author style to describe the idea is very unique. In the event you try to find new book to read, this book very appropriate to you. The book Advanced Google AdWords is much recommended to you to see. You can also get the e-book from the official web site, so you can quicker to read the book.

Bill Underhill:

The publication untitled Advanced Google AdWords is the e-book that recommended to you to read. You can see the quality of the e-book content that will be shown to anyone. The language that author use to explained their way of doing something is easily to understand. The writer was did a lot of analysis when write the book, so the information that they share for your requirements is absolutely accurate. You also might get the e-book of Advanced Google AdWords from the publisher to make you considerably more enjoy free time.

Kevin Hamby:

Reading can called mind hangout, why? Because when you find yourself reading a book specially book entitled Advanced Google AdWords your thoughts will drift away trough every dimension, wandering in every aspect that maybe unknown for but surely can be your mind friends. Imaging every word written in a reserve then become one form conclusion and explanation that maybe you never get previous to. The Advanced Google AdWords giving you an additional experience more than blown away your head but also giving you useful information for your better life within this era. So now let us demonstrate the relaxing pattern here is your body and mind will probably be pleased when you are finished reading it, like winning a sport. Do you want to try this extraordinary spending spare time activity?

Robert Wolfe:

Are you kind of hectic person, only have 10 or maybe 15 minute in your day time to upgrading your mind skill or thinking skill actually analytical thinking? Then you are experiencing problem with the book compared to can satisfy your short period of time to read it because all this time you only find book that need more time to be study. Advanced Google AdWords can be your answer as it can be read by anyone who have those short spare time problems.

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