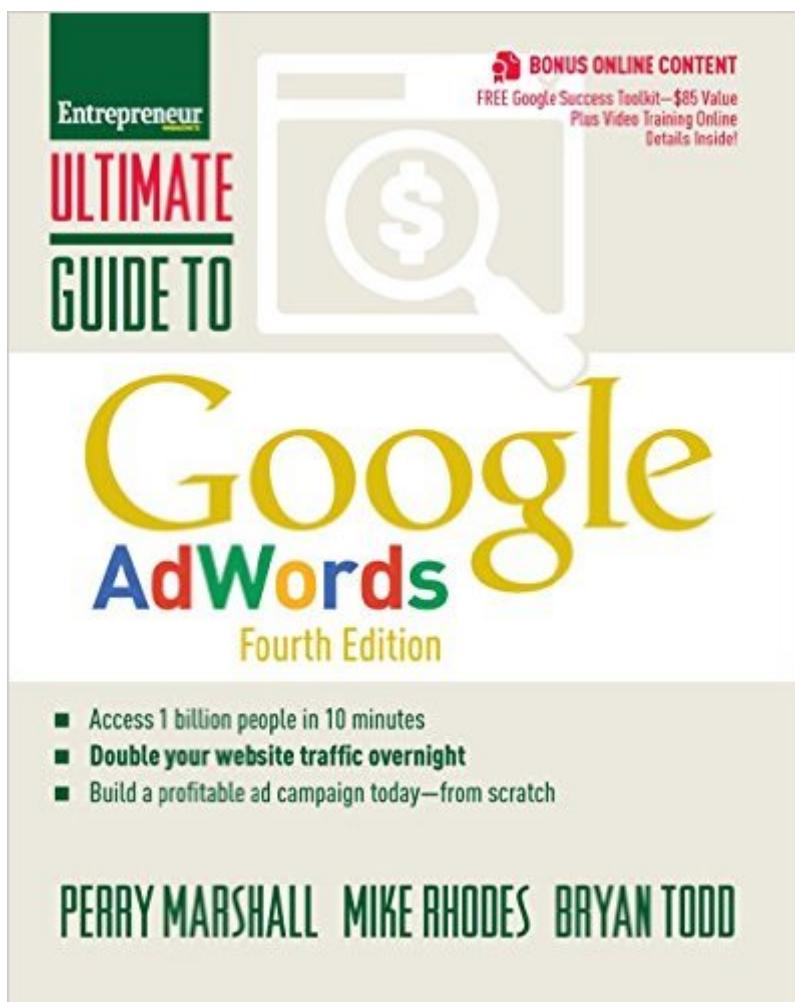


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# Ultimate Guide To Google AdWords: How To Access 100 Million People In 10 Minutes (Ultimate Series)



## **Synopsis**

Google processes nearly 6 billion searches every day--making it a powerful advertising medium your business can't afford to ignore. Google AdWords experts Perry Marshall and Bryan Todd, joined by AdWords and analytics specialist Mike Rhodes, present the fundamentals, techniques, tools, and tricks that Google should teach you, but doesn't. This latest edition introduces revised, expanded, and new chapters covering Enhanced Campaigns and Google's Product Listing Ads, as well as an introduction to Google's Universal Analytics. You'll learn how to: Master Enhanced Campaigns, Google Shopping Campaigns, and Google Analytics Implement flexible bid strategies that keep you on budget Triple traffic with Google's Display Network Profit using local advertising Corner the second largest search engine with YouTube ads Avoid costly mistakes made by most Google advertisers Chisel your way into tough markets Write killer advertising and website copy that gets clicks Determine what is and isn't working with Google's AdWords

## **Book Information**

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## **Customer Reviews**

Let me start by saying I am not a fan of hyperbole, or even over the top reviews, because, let's face it, nothing is absolutely 5-star perfect. However, I am giving Perry Marshall's book an overwhelming 5-star review because it changed my life. Sound like hyperbole? I know. But here's the thing: my husband's family-owned business was in serious, serious trouble, and the person doing the AdWords had convinced us that the only way to compete was to spend more money, even though we were already spending over 6 figures a year. Our CPCs were going up and our CTR and page views were going down--fast. The reason this book is different--and, in fact, life changing--is because Perry understands that it is about more than just AdWords. It's about your product or service and your customer. Using examples and stories, this book helped me understand how to identify our USP, write great ads, and drill down our targeted keywords to the nth degree, lowering our CPC and increasing our CTR. In two weeks after implementing what I learned in this book, I increased our overall clicks per day by 30% and brought down our daily spend by 20%. It changed my life because I didn't do any of this for a job or a client. I did it for the family-owned business that keeps the roof over my head and the food on the table. Watching the relief in my husband's face as the phones began to ring over and over again, has been priceless.

I was expecting lots of hype with very little information in this kind of book, but actually the book is very well-structured and doesn't put TOO much emphasis on the author's and his friends' services. On the minus side, you can pretty much skip the first half of every... single... chapter: first the author goes on to "sell" you for several pages about how exciting and miraculous the contents of the chapter will be, then "but wait!" he tells you a couple of stories about clients who had this or that happen to them for another few pages, before finally getting to the point. Reminds me of those sleazy e-book sales pages. You can definitely tell that the author is a much better salesman than he is a writer. (I've PAID for the book, stop selling it to me! I think this 40% of every chapter was written for people who flip through pages at the bookstore before purchasing, and intended to be skipped by actual readers.) **HOWEVER**, that remaining 50% is a gold mine of up to date information covering everything I can possibly imagine about AdWords, so I'm satisfied. I just wish the author wasn't so afraid of losing book sales as to dilute the contents so much. (Yes, 40% + 50% is still missing 10%: that's taken by the ending of each chapter, which recaps in list form. Some people may like that so I'm not counting it as a waste of paper like the intros.)

What I **LOVE** about this book is its honesty. For example, Perry tells you POINT BLANK never EVER have a Google rep "optimize your account," and he explains that - unfortunately - many of the

Google AdWords reps are not very good. Most of the other books on Google AdWords are apologetics - they don't really "tell it like it is" but rather tell you "like Google would have you believe." This book is full of excellent tips and tricks, even for seasoned veterans, plus great resources, plus a wonderful "objective" attitude. I can see why Perry says he's #1 in AdWords, and he's right.

Book starts out great on giving you tips to improve your Adwords, but they are all just a tease. Perry Marshall will give you 2 or so tips then directs you to his site where you need to pay to see all of them. If I buy a book to learn what you are offering then I expect to read it all. Not to read about one or two and have to buy something else that leads to another purchase that leads to another. This book is a bait and switch. Use your money on another book from a different offer.

A really terrific book. I had to get over the "salsey" talk in every chapter to really start liking this book: every chapter starts with a couple of paragraphs about how this chapter will change your life and get you to make millions of dollars! (hence the 4 & not 5 stars - it just gets on your nerve) What I really like the most about this book is how it combines all sort of aspects. Not only does it give you real-life technical pointers about managing an Adwords campaign, it actually talks about different things you need like copywriting, managing your time and staying positive.

I've done Adwords for years for clients but almost always chose to delegate to someone else. This is mainly because I found Adwords limiting (the ads are sooo small) and I've felt the bids had gotten too high for most industries. Well, after reading Marshall's book I started campaigns for my own company and FINALLY felt like I knew how to maximize it. I'm getting a 700% ROI so far and that's after only a couple optimizations. I believe this is because Marshall emphasizes developing your Unique Selling Proposition and being extremely creative in the ads themselves.

Marshall emphasizes real-world applications over technical proficiency. This book won't cover the specifics of how to actually implement anything, but it is packed with great ideas and the philosophies of constant experimentation and constant improvement are embedded throughout. Highly recommended for getting into the mindset of continuous incremental improvement.

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