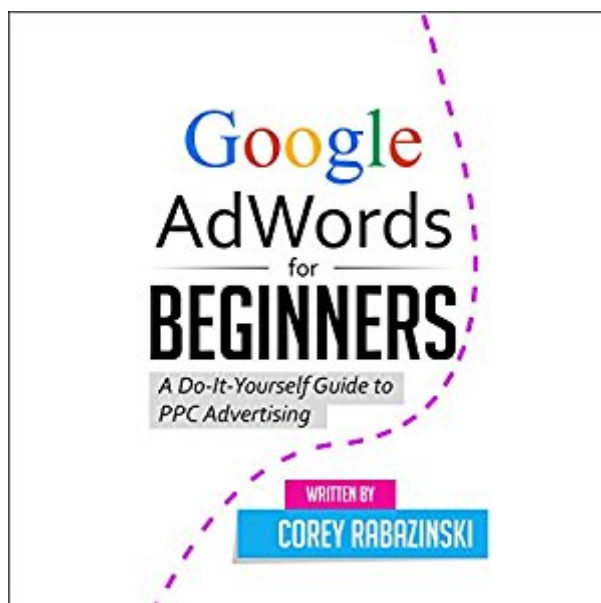


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# Google AdWords For Beginners: A Do-It-Yourself Guide To PPC Advertising



## Synopsis

Increase Traffic and Sales by Using Google AdWords - A Powerful Marketing Tool Google's AdWords platform enables you to create pay-per-click advertisements that appear as "sponsored links" when someone searches for content related to your product or service. You bid for the position to place your ad, and you only pay when someone clicks. It's that simple. If used correctly, AdWords can garner higher targeted traffic, which in turn will increase your conversion rates and profits. So, AdWords will definitely help your business, but you have no idea how to utilize them. What should you do? Take a couple of hours to read this book. Google AdWords for Beginners is designed to teach you the fundamentals of AdWords, how it works, why it works, and the proven techniques that you can use to make it work for you and your business. Additionally, this book details an eight-step blueprint that has consistently delivered positive results for companies. Upon completion, you'll be armed with the knowledge to launch profitable campaigns or drastically improve an existing one.

## Book Information

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## Customer Reviews

I usually don't have to write about the quality of the book itself vs the contents, but it's important to realize that the book's first page started off talking about a children's coloring book, and then starts on the random page number and continues on without any real structure / contents. There may be chunks of the book missing from the print edition, or this just might be the way the book is. After I read the book in 30 minutes, I suspected the high reviews - several other reviewers here have dead

profiles and have only ever rated this book. The physical book also has hyperlinks in it (eg. "Check out \*this\* site to read more.") which is a bit annoying. It seems like the book was originally Kindle only and then as an afterthought was self published in a very hurried manner. The book's contents are good though, but not detailed enough that you can actually accomplish many of the suggestions he's laid out in the book. A true beginner will get lost on the AdWords site and unfortunately there's not a single (grainy) picture of the AdWords site to help guide anyone around. I'm torn though, the information is good, which is worth something for sure, but it's no more detailed, explained better, or more organized than any blog would be on the subject.

Great for beginners to understand Google Adwords and create ad campaigns. easy to read and more importantly easy to implement. Its all very clever and easy to implement. I am impressed by being able to get this as an ebook or similar so it can be viewed particularly as a reminder every so often. This book by Corey has helped me understand the basics of Google AdWords. Now my campaigns are working better and the overall return on investment has been much better. In a nutshell, if you are a business owner like me and would like to take control of your paid online promotion using Google AdWords...then this book is a must for you.

AdWords is not easy for anyone I think to understand but Corey Rabazinski sure did a good job getting the job done make the subject matter as easy as possible to grasp for a novice like myself. It gave me much better handle on the topic then I ever thought. Certainly worth the few dollars spent.

AdWords is a powerful tool for connecting a product or service with buyers, and not merely shoppers. Rabazinski does a great job of demystifying the seemingly illusive nature of AdWords. He presents concepts in language that can be easily understood by beginners who lack a strong technical background. Highly recommended.

This was a great read. I learned the basics to get my campaigns up and running. But, I found the adwords editor quite cumbersome, but I then found PPC Keyword Toolz which is a software tool to create adwords (and bing) campaigns. PPC Keyword Toolz lets you create campaigns with 1000s or Adgroups and Ads very quickly and easily.

It's a fantastic source of information! As a business owner I'm trying to cut down on all the agency fees for ppc, seo, social media, etc.... The book is not only easy to follow but it refers to some links

that are crucial in PPC. I'm on my second round of reading it.

For the price of this little gem, it's totally worth 5 stars. It takes only two hours to read and it gets straight to the point. The one area it may be lacking in is explaining retargeting/remarketing. It mentions that it is something you should be doing, but no details on how from within adwords. I just told some outside Adwords marketing consultants to go fly a kite because they wanted to charge me \$500 a month to manage my campaigns. No thank you! I just paid \$3 and did it myself. Not to mention how much it helped with SEO content on my current web site and what I need to do for my future web site. The author is so correct in that you are the best person to know your business and how it needs to be set up on adwords. The only outside help you may need is with ad copy. Great starter book to take the mystery out. Google has videos, but for me a book is best to learn from.

Unbelievably excellent for beginners or people unfamiliar to Google Adwords. Very thorough with chapters going over the exact components you'll need to have a successful campaign. A must have for anyone hoping to truly understand Google Adwords.

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