

## USING IN ADWORDS



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What Is Google AdWords? Google Ads (AKA Google AdWords) is the online advertising platform owned and operated by Google. It is also the largest and most widely used online advertising network in the world, and millions of businesses advertise online using Google advertising to reach new customers and grow their business.

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The AdWords universe is forever expanding. Sure, some things get changed, demoted or taken away (like Pluto losing its planet status). But new PPC features are always being created, the latest being image extensions for search ads. It s therefore imperative for PPC professionals to stay on beat

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Learn the foundations of pay-per-click advertising with Google AdWords, the industry-leading PPC platform. First, explore how AdWords works and how it fits with what your business and your customers need. Then learn how to set up a new AdWords account and start researching your keywords: the foundation of all great advertisements.

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### **6 steps to using AdWords Editor AdWords Editor Help**

To use AdWords Editor, first download one or more accounts. Then, you can make changes offline and upload the changes to AdWords. Review your settings: The AdWords Editor settings include default targeting for new campaigns and other important details. Before using AdWords Editor, review your settings in Tools > Settings (Windows) or AdWords Editor > Preferences (Mac).

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### **4 Tips for Using Labels in AdWords Like a Pro Disruptive**

AdWords labels have a lot of potential; but, like a post-it note, an AdWords label is only as useful as you make it. So, let s discuss a few ways to use labels for a more productive AdWords experience.

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