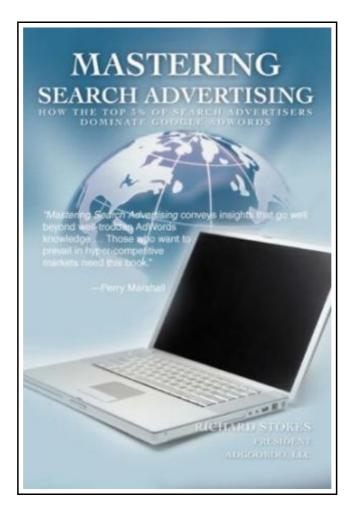
## Mastering Search Advertising: How the Top 3 of Search Advertisers Dominate Google Adwords (Paperback)



Filesize: 21.91 KB

#### Reviews

Great electronic book and useful one. It can be writter in straightforward terms rather than difficult to understand. Once you begin to read the book, it is extremely difficult to leave it before concluding. (Kian Harber)

### MASTERING SEARCH ADVERTISING: HOW THE TOP 3 OF SEARCH ADVERTISERS DOMINATE GOOGLE ADWORDS (PAPERBACK)



iUniverse, United States, 2008. Paperback. Book Condition: New. 231 x 155 mm. Language: English . Brand New Book \*\*\*\*\*\* Print on Demand \*\*\*\*\*\*. Mastering Search Advertising shares insight and professional guidance from an expert Internet marketer on how to launch, manage and improve already-existing pay-per-click campaigns, providing an inside look into a largely undiscovered and exciting industry. Richard Stokes, founder of AdGooroo, a leading search engine intelligence company, has over 15 years of experience in advertising and technology management and includes real-life examples, case studies and charts that reveal not only the basics of creating a pay-per-click campaign, but also break down the intricacies of the process into simple, easy-to-understand steps that will help any business leader focused on achieving a world-class marketing strategy. Successful tactics known only to a handful of elite search marketers are discussed in detail and include specific techniques on how to: Increase search traffic while simultaneously lowering costs Conduct keyword research Determine the best starting bid prices for new keywords Manage bids without expensive bid management software Launch a new campaign Understand the Google quality score algorithm Stop throwing your marketing dollars away and learn how to dominate Google AdWords today! A well researched, truthful, and up-to-date guide for pay-per-click marketers. Mike Mindel, CTO,

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