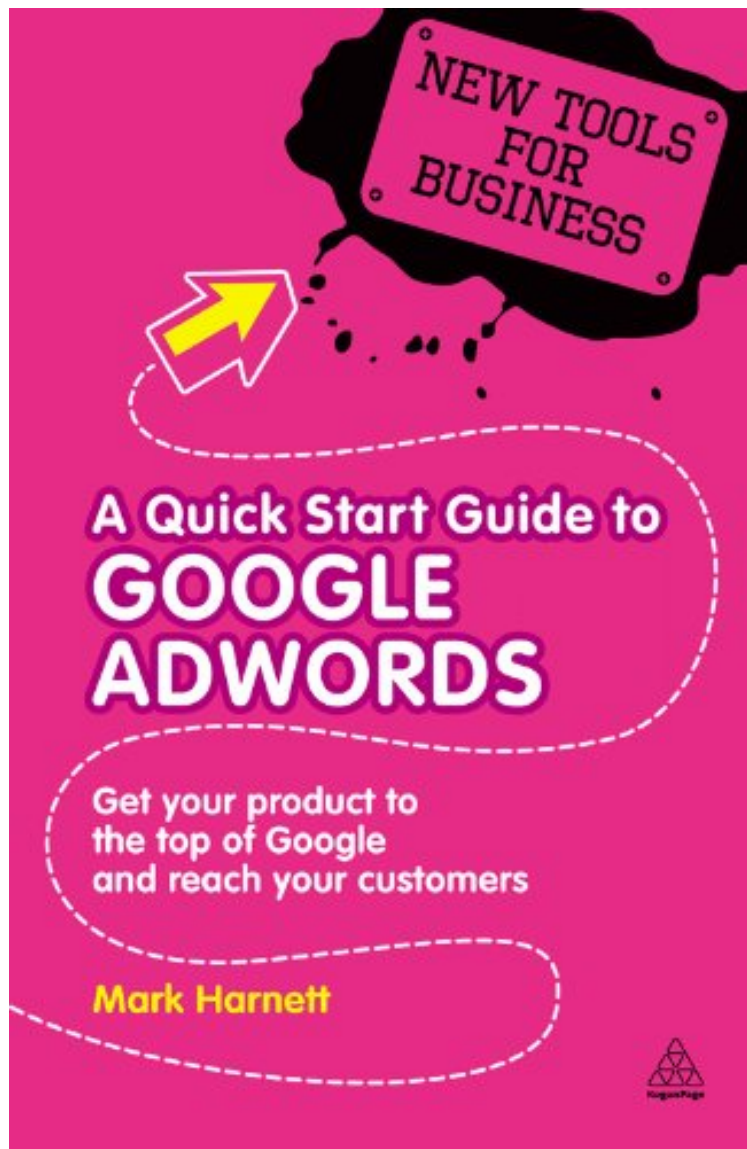


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A Quick Start Guide to Google AdWords: Get Your Product to the Top of Google and Reach Your Customers (New Tools for Business)

Mark Harnett

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Mark Harnett : A Quick Start Guide to Google AdWords: Get Your Product to the Top of Google and Reach Your Customers (New Tools for Business) before purchasing it in order to gauge whether or not it would be worth my time, and all praised A Quick Start Guide to Google AdWords: Get Your Product to the Top of Google and Reach Your Customers (New Tools for Business):

2 of 3 people found the following review helpful. Nice Theory, But Not Enough Practical StepsBy Jason L. McDonaldAdWords can be an important part of your Internet marketing mix, in combination with SEO (getting to the top for free) and Social Media. Mark Harnett's book does an adequate job overviewing AdWords, but doesn't have a nice clear step-by-step format that would be useful for someone new to AdWords. That's unfortunate. A 'quick guide' should be short on theory but be long on step-by-step instructions. As someone who teaches online AdWords, SEO, and Social Media (Google Jason McDonald, or click on my profile), I strive to keep up with the industry plus identify up-to-date books to refer to students and others. Much of what this book says can be found online, in AdWords support. And, unfortunately, it misses the most critical aspect of AdWords - it should be combined with an effective SEO strategy. After all, get what you can get for free from Google (first) before turning to AdWords.

Before the internet if you wanted to sell something you marketed with leaflets through the door or with an expensive television campaign; now Google has changed the way we advertise. You can find out exactly if your ad is working, where and how. A Quick Start Guide to Google Adwords explains how easy it is to get your advertisement on the first page of the search results. It covers all aspects of advertising on Google, such as how to set up an account; the secrets of what sells online; how to word your ads effectively; how to pay the least amount for the most popular words; and how to track profits. Advertising on the internet is a cheap and effective way of promoting your business. With simple and easy to follow instructions, A Quick Start Guide to Google Adwords is an essential to help you write the ad that will get and keep customers.

About the AuthorMark Harnett has played key roles building and developing internet businesses and search marketing campaigns for a number of internet start-ups and small businesses. Based in Silicon Valley he has also built and launched successful online advertising and lead-generation products. He works at IMVU.com, the social network and 3D virtual world.