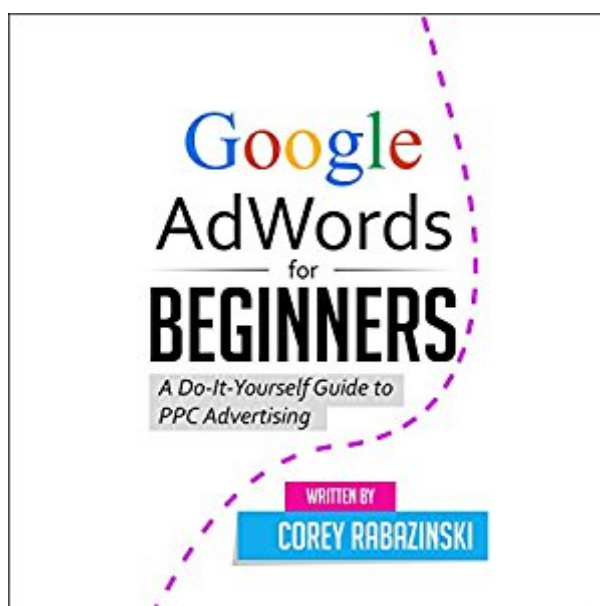


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# Google AdWords For Beginners: A Do-It-Yourself Guide To PPC Advertising



## 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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in Books > Business & Money > Marketing & Sales > Advertising

## 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 Book: Must Read** This book was good for me because I didn't know anything about good adwords. After reading this book, I feel I can set up my own account and make it profitable. I do believe purchasing his online course would be of great use. If you are new to adwords, this book is a great starting point that will give you an great overview and its a quick read!

Great for beginners to understand Google Adowrds 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 simillar 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.

Corey has a great conversational writing style that is easy to follow and absorb. This book is a great intro. to Google AdWords 101, and setting up your first campaign successfully. Great read.

Got this for someone else to read so I did not have to show them how to do it. Had to anyway as this book was a bit too complicated for them, your mileage may vary

AdWords is a powerful tool for connecting g a product or service with buyers, and not merely shoppers. Rabazinski does a great job of demystefying 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.

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.

Rabazinski has a way of making the complicated so simple! He provides resources that you could reference, further solidifying your ability to bring your goal to fruition. Great read!

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