

The Definitive Guide to

Google ADWORDS

Learn how to use Google AdWords to grow your business. This book covers everything you need to know to get started with Google AdWords, from choosing the right keywords to creating and optimizing your ads. It also includes a chapter on advanced topics like remarketing and AdSense.

- **Keywords:** How to choose the right keywords for your business and how to use them effectively.
- **Ad Groups:** How to create and optimize your ad groups to target the right audience.

- **Quality Score:** How to improve your quality score to get the best results from your ads.
- **Conversion Tracking:** How to track the results of your ads and measure the success of your campaign.

Perry Marshall & Bryan Todd

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