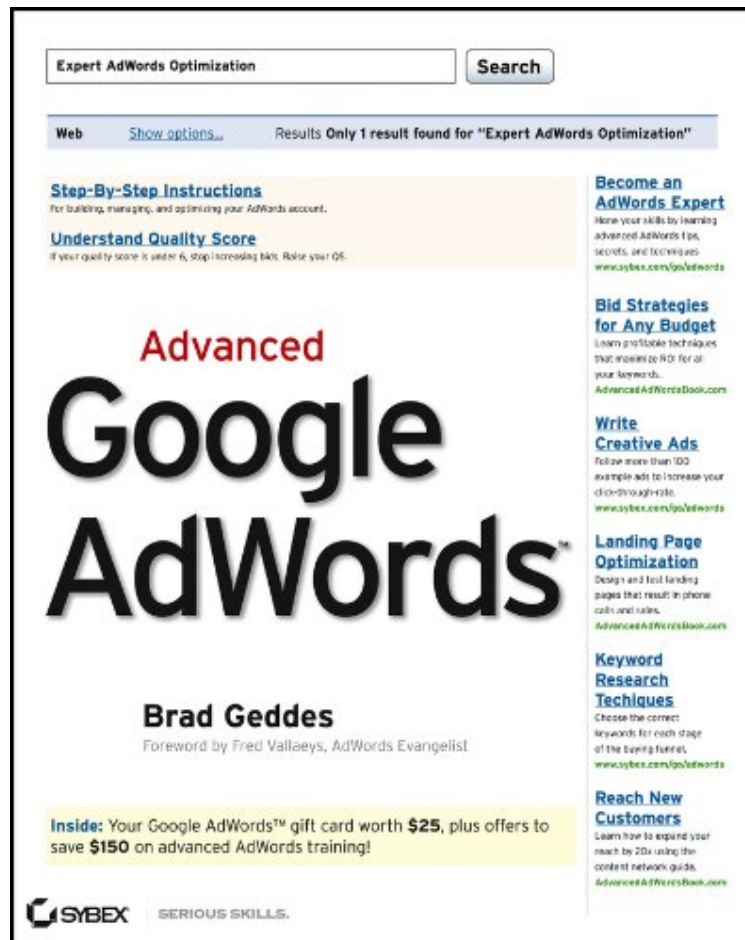


# Advanced Google AdWords

Brad Geddes

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**Brad Geddes : Advanced Google AdWords** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Advanced Google AdWords:

11 of 12 people found the following review helpful. A remarkably creative, helpful and enjoyable book for a dull subject. By Customer I'm only one fourth of the way through this book but am already finding it extremely helpful, and have implemented some of the author's suggestions in my AdWords accounts. I have been using AdWords for about 4 years. Google will tell you everything you want to know about how to use all the technical features in AdWords. But they don't tell you what the best marketing strategies are for using them. The author explains the psychology of search, the "marketing funnel" and defining goals when choosing your keywords. Which keyword match types to use, when to use them, and how to bid. How to write effective and compelling ads and align these with your keywords, AdGroups and landing pages. Tips for ad copy that gets clicks, how to use mobile ads and extensions ect. (and this is only up to chapter 4) In spite of the fact that this book is about AdWords and because of that has the potential to be horribly dull, it is so well written it is actually enjoyable to read. It is thorough, detailed and carefully organized. Creative and smart marketing + AdWords. I love this book and highly recommend it. (I'd also like to add this is not just about

marketing, the author includes and thoroughly explains all the technical information about setting up and using adwords.)0 of 0 people found the following review helpful. The book you need to advance your knowledge skill in Google adwordsBy Tamar TBest book regarding this topic. My knowledge and skill on adWords is really upgraded to another level. Very thorough and easy to follow explanation. Readers should have some basic knowledge about AdWords before starting this book, this book explains not only what to do but also why you do it (the logic behind google adwords), it helps establishing a very good foundation about google adwords and how to expand from there. I bought the kindle version first, and then decided to buy the paper book for easy reference.13 of 15 people found the following review helpful. The AdWords BibleBy JP fromThis is THE definitive Google AdWords book. I call it the AdWords bible.This book is NOT for beginners, so buyer beware. You should have a basic understanding and some experience managing an AdWords account.Having said that, this book thoroughly and systematically covers everything involved in creating, maintaining and growing a successful AdWords account using the Search, Display Remarketing platforms.I have to make a direct comparison to someone who many would consider one of Brad Geddes only other "competitor" in the AdWords education market: Perry Marshall.In my humble opinion, Perry's website, videos and recent AdWords book is geared more towards the "Internet Marketer" who is trying to make a living simply by some variation of affiliate marketing and/or niche marketing. And that's where the difference between Brad Geddes and this book vary so much with Perry's. Brad's book seems to be more of a no hype, no fluff, straight to the point AdWords manual for ANYONE who is interested in learning more.I can't say enough, this book is all you really need to become an AdWords advanced user on your path to becoming an expert.Buy this book!

Master Google AdWords and get more out of your campaigns What's the secret to making every pay-per-click of your Google AdWords really pay? This must-have guide-written by a Google Advanced AdWords seminar instructor-shows you exactly how to apply advanced techniques and tactics for better results. Discover the best tools for keyword research, tips on crafting winning ad copy, advanced PPC optimization tricks, winning bidding strategies, and much more. If you manage AdWords PPC accounts, you won't want to miss this expert, detailed instruction. Covers the essential and advanced capabilities of Google AdWords Explores keyword research, PPC optimization strategies, the intricacies of Content Nation, how to interpret results and reports, and much more Provides busy marketers, consultants, PR professionals, Web developers, and others with an invaluable, step-by-step guide of advanced concepts Goes well beyond the basics and offers tips and tactics that you can immediately apply to your own campaigns Reinforces concepts through fascinating, real-world case studies Includes a \$25 Google Adwords Gift Card for new customers If you've been seeking a practical, expert book on Google AdWords, one that goes well beyond the basics, Advanced Google AdWords is it!

From the Back CoverSee what other marketing experts have said about Advanced Google AdWords:Paid search expert Brad Geddes takes it to the next level, showing you not only how to get the most from your search advertising campaigns, but more importantly why you should use specific features and techniques, who you should be targeting with your creative, andwhen to use the scores of advanced tactics he describes for maximum impact and profitability.-Chris Sherman, Executive Editor, Search Engine LandDo you want to know how to win at paid search? Do you want to become an advanced AdWords user and make your organization successful at using PPC? Then read this book. Brad has compiled into one resource what it would take you a decade to learn yourself.-Joshua Dreller, Vice President, Media Technology and Analytics, Fuor DigitalThe real goal is to connect your business to the right searchers, engage them, and turn them into paying customers. That's what this book will help you do."-Vanessa Fox, author, Marketing In The Age Of GoogleThis book raised my game-and I'm sure it'll do the same with yours.-Howie Jacobson, Ph.D., author, Google AdWords For DummiesAbout the AuthorAdWords expert Brad Geddes has been managing successful PPC campaigns for more than a decade. He is the first and only AdWords Seminar Leader chosen by Google to teach advanced seminars to Google's advertisers. He has advised top companies such as , Red Lobster, Encyclopedia Britannica, World Directories, and R.H. Donnelley. Brad maintains a popular PPC blog (bgTheory.com) and writes a column for Search Engine Land. He is a popular speaker at conferences throughout the world, including Search Engine Strategies, SMX, Pubcon, ad:tech, and many others.