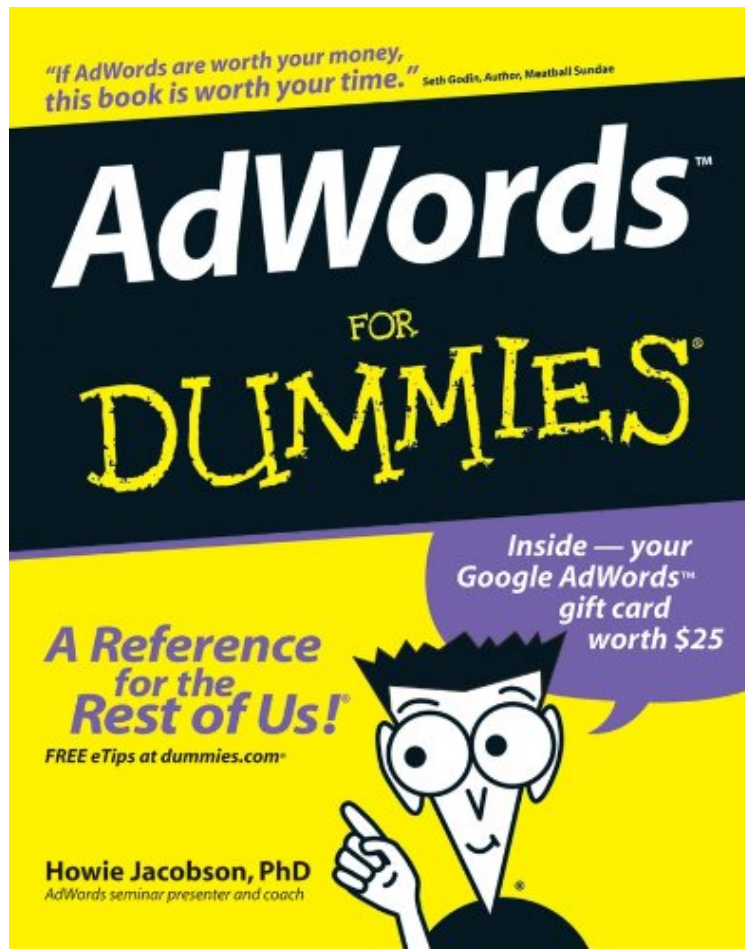


AdWords For Dummies

Howie Jacobson

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questions. Maybe I just got lucky and hit him at a good time? No... he replied quickly to two other queries too! He's also got a very nice companion website to go with the book... it's not one of those cheesy outdated websites like a lot of technical books have. It's actually answering questions, giving more info, etc. It's a blog, actually. This book is the best Adwords book on the market... and if I say it anymore - someone will assume I am the guy's mother or father. I promise you I have absolutely no relations with the guy, nor do I know him. I am just pumped about spending so little money to learn so much after spending so much money on other books in the past! 3 of 3 people found the following review helpful. Best book out there on Google Adwords! Buy it! By Julie I have an online business and have been using Google Adwords for about a year now. It has worked pretty well, and I was happy with the results. I started to look into ways to improve traffic to my website, and bought this book based on the recommendations here. In the first chapter alone I learned over a dozen tools, tricks and ideas for improving my adword campaign that I had no clue about! And it just got better. Howie writes in a friendly, easy to understand manner that makes this not only a valuable tool, but an entertaining read also! If you are currently using Adwords, thinking about Adwords, or have an ecommerce site but aren't yet using Adwords, buy this book, immediately. This is a comprehensive, easy to understand book for both beginner and seasoned user with countless ideas, suggestions and tools for improving your CTR and ROI. There is something for everyone in here. I cannot stress enough how important Google Adwords has been to my business, and with my new understanding of how to use it (I was doing the bare minimum before and thought it was doing fine!), I have only made two or three of the dozens of changes I need to and have already seen a significant jump in not only traffic to my site, but they are interested, paying customers, not just empty clicks that cost me money. And I cannot stress enough how amazing this book has been in helping me figure out how to use the system to my advantage. 0 of 0 people found the following review helpful. Solid information, presented with humor and competence. By G. Smith Although I've been working on client websites since 1996, and ran AdWords campaigns for a website I own (not successfully, but very costly!), I realized how much I don't know and started researching how to close out my graphic design practice and go full-time into Internet publishing, something which I've had only moderate success with. So I've been purchasing and reading programs from many "gurus" to expand my knowledge. Most are disappointing, in that they cover information available free, or fail to provide much useful knowledge, unless you sign up for an advanced, and expensive, consulting session. I picked up "Adwords for Dummies" with reservations -- most of the previous "dummies" books quickly find their way onto my bookshelf, as they often lack advanced, practical information. This book, I found, was different. There's real information, presented from beginning to advanced, that I'm already using. You should see the book -- dog-eared and bookmarked (real bookmarks!). I carry it around with a notebook of other genuine info I've found. Howie's humorous style, and the tons of info on his website, were a pleasant surprise. I'll look forward to reading more in print and online. And the "Adwords ER Report" available when you register on his website, is worth the price of the book alone. Highly recommended.

AdWords lets every business—from eBay PowerSellers to Fortune 500 companies—create targeted, cost-efficient advertising campaigns on the Web, and accounts for the bulk of Google's \$6 billion in annual revenues. This all-new guide helps advertisers get a handle on AdWords complexities and nuances, adopt AdWords best practices, and turn clicks into ka-ching! Topics covered include conducting quick and cheap market research, crafting a message that cuts through the clutter, choosing AdWords settings, bidding on keywords, setting a maximum daily spend, improving the Web page that an ad points to, testing strategies, tracking results, and using Web analytics tools. Includes an exclusive offer from Google—AdWords credits equivalent to the price of the book—plus a companion Web site with up-to-the-minute AdWords tips and tricks, narrated video walkthroughs, and free trials of the author's software.