

Ultimate Guide to Google AdWords: How to Access 100 Million People in 10 Minutes

By Perry Marshall, Bryan Todd

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*****This version is out of print & out of date. Please find the 4th edition of Ultimate Guide to Google AdWords which is the current version.*****

Double Your Web Traffic - Overnight!
Whether you're brand new at AdWords or 7-year veteran, The Ultimate Guide to Google AdWords will decisively advance your game in 2 hours or less.

Google gets searched more than 1 billion times every day--creating an unbelievable opportunity to get your business in front of thousands every minute...IF you know what you're doing.

Google AdWords experts Perry Marshall and Bryan Todd uncover the fundamentals, techniques, tools, and tricks that Google should teach you, but doesn't.

Discover how to build an aggressive , streamlined campaign proven to increase your search engine visibility, consistently capture clicks and increase sales. No other guide is as readable, or relevant in it's coverage of today's fastest, most powerful advertising medium.

* Pay only for leads, signups or sales rather than just clicks
* Connect Google ads to social media
* Use Google's Conversion Optimizer function to it's fullest
* Best practices for using Google's Display Network
* Know the latest information on "relevance" and how to keep Quality Scores high
* Build a powerful, streamlined campaign from scratch
* Develop high quality keyword lists
* Write killer advertising and website copy that gets clicks
* Get your ads in front of the best audience possible
* Keep your ads showing up with high quality scores
* Triple your traffic with Google's Display Network

* Earn high rankings in Google's organic search results
* Slash your bid prices
* Gain more conversions and sales
* Avoid costly mistakes made by all Google advertisers
* Determine what's working with Google's conversion tracking

Unstoppable Forces Will Either Propel You to Victory or Bury You on Page 2-3-4 of Google's Search Results.

You Either Win or Lose.

Things aren't getting any easier out there. Which is why we're introducing a new weapon for winning the war on the right side of the page: The Ultimate Guide to Google AdWords.

Record numbers of people are coming to the web to do business. As the offline economy stumbles and falters, as politicians promise helpless, ineffective solutions, the Internet continues to heat up.

Never before has being at the bottom of the AdWords heap been so expensive or cost you more time than it does right now.

And:

Never before have so many people been trying to climb to the top of the AdWords heap!

Staying at the front of the Google AdWords wavefront is critical to the continued success of your business. If your rival gains the upper hand, the long-term consequences may be grave.

When you prevail, the benefits of dominating a market continue to earn compound interest. Market Dominators still control their own destiny and still make the majority of the profits.

Even in the present crunch, it is still possible to prosper. If you are going to prosper this year.... Prepare for battle.

If getting visitors to your site via Google AdWords is oxygen for your business (even if you're doing comfortably well), don't you even think about resting on your laurels, because somebody is hungry to take what's yours.

If you stumble even for a minute, dozens of competitors are positioned to pounce.

When you're #1 in your market, you get the best customers, the best opportunities, and the best defense against competition. "The Winner Takes All."

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Editorial Review

From the Author

Google AdWords is far and away the most powerful, most flexible advertising machine in the history of man. But it's competitive. 3% of the advertisers get 50% of the traffic. Being in the top 2-5% of advertisers who get 30% to 60% of the traffic is not rocket science. It simply requires that you slice your campaigns in more dimensions than most advertisers.

There's a LOT of pond scum out there. People who are blind, naked, ignorant and clueless. Outperforming the bottom 90% of advertisers is not as hard as it sounds. In fact it's reduced to having a state-of-the art checklist and a few advanced techniques in your bag of tricks.

A well-built Google account is harder to knock off than ever before. Yes, there are all kinds of robotic search-and-destroy programs for affiliate marketers that replicate Google campaigns. But there are dozens of campaign fine-tunings that these robots cannot discern, and the Ultimate Guide reveals these adjustments to you.

About the Author
Perry Marshall is the world's best selling expert on Google advertising and has consulted in over 300 industries, from computer hardware and software to high-end consulting, from health & fitness to corporate finance. He's shared the stage with Zig Ziglar, Brian Tracy, Jay Abraham, Mari Smith, Harvey Mackay, T.D. Jakes and Les Brown.

Users Review

From reader reviews:

Ernest Pettaway:

In this 21st century, people become competitive in every single way. By being competitive at this point, people have do something to make these survives, being in the middle of typically the crowded place and notice by surrounding. One thing that occasionally many people have underestimated that for a while is reading. Yeah, by reading a publication your ability to survive boost then having chance to remain than other is high. For you who want to start reading a book, we give you this kind of Ultimate Guide to Google AdWords: How to Access 100 Million People in 10 Minutes book as beginning and daily reading publication. Why, because this book is usually more than just a book.

Steven Kilgore:

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anywhere you want.

Elizabeth Black:

The reason why? Because this Ultimate Guide to Google AdWords: How to Access 100 Million People in 10 Minutes is an unordinary book that the inside of the book waiting for you to snap the item but latter it will shock you with the secret the item inside. Reading this book close to it was fantastic author who also write the book in such remarkable way makes the content interior easier to understand, entertaining method but still convey the meaning entirely. So , it is good for you because of not hesitating having this anymore or you going to regret it. This phenomenal book will give you a lot of positive aspects than the other book get such as help improving your talent and your critical thinking approach. So , still want to hold up having that book? If I ended up you I will go to the book store hurriedly.

Troy Kemp:

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