

Google AdWords Gotchas Five ways AdWords wastes your money, and how to avoid them.



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Paperback. Condition: New. 61 pages. AdWords is Like Alcohol! Friends dont let friends drive drunk, and friends dont let friends advertise on AdWords without understanding the five Gotchas hidden in Google AdWords. AdWords Gotchas: an INDEPENDENT Guide to Google AdWordsDid you know that you may be wasting money - a LOT OF MONEY - right now by hidden gotchas inside of AdWords Gotchas are mistakes, errors, and omissions that lurk within the AdWords interface, often tripping up novice advertisers and causing them to waste money needlessly. This book will teach you how to avoid the five hidden Gotchas of Google Adwords namely - KEYWORD MATCH TYPES - the difference among exact, phrase, broad, modified broad, and negative keyword match types as well as the danger of the broad match type itself. THE DISPLAY NETWORK - why the Display Network should be generally avoided, even though it is the DEFAULT setting on Google AdWords. ENHANCED CAMPAIGNS - Googles new Enhanced Campaigns enhanced Googles revenue, often to the detriment of the novice advertiser. POORLY WRITTEN ADS - ads should ATTRACT customers and REPEL tire-kickers, despite the impact that may have on your so-called Quality ScoreFAILURE TO CONSIDER ALTERNATIVES - AdWords is NOT the only option you should consider, whether your options are SEO (Search Engine Optimization), email marketing, advertising on YouTube, Facebook, or LinkedIn. AdWords Gotchas: a Complete Resource to Google AdWordsThis guide shares with you not only insights on how to avoid the Google AdWords gotchas but also provides links to informative videos and external tools and resources on Google AdWords. Beware Most Books on AdWords - Beware of AdWords ItselfMost books on Google AdWords start with the premise that AdWords is a fantastic way to promote your business (which it is, or at least, which it can be). Most books proceed...



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