

The definitive guide to Google AdWords : create versatile and powerful marketing and advertising campaigns

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Abstrak

This book will walk you through every step needed to maximize your marketing and advertising power. Everything related to the platforms are covered in detail, account setup, campaign creation, reporting, optimization, analytics, ad creation, mobile advertising, and much more. Learn to take full advantage of all of the marketing options available through AdWords, including :

- Geo-targeting, distribution, and placement of ads
- Advanced account management and budget strategies
- Keywords, metrics, and ROI management
- Tools such as keywords editor, website optimizer, and conversion optimizer
- Mobile marketing implementations and strategies
- Working with the various APIs available for developers