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Titolo	Introduction to Search Engine Marketing and AdWords : A Guide for Absolute Beginners // by Todd Kelsey
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ISBN	1-4842-2848-0
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Descrizione fisica	1 online resource (XIII, 131 p. 247 illus., 200 illus. in color.)
Disciplina	659.144
Soggetti	Big data Internet marketing Big Data Online Marketing/Social Media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Chapter 1: Introduction -- Chapter 2: Quickstart -- Chapter 3: Launching a Campaign -- Chapter 4: Monitoring a Campaign -- Chapter 5: Keywords -- Chapter 6: Campaign Strategy -- Chapter 7: Ad Extensions -- Chapter 8: Getting Certified.
Sommario/riassunto	Use Google's AdWords to create your ads. Each chapter goes beyond the tool itself, discussing helpful resources and important issues to keep in mind. If you are completely new to search engine marketing and AdWords and you want to learn the basics, this guide will introduce you to the content quickly. Introduction to Search Engine Marketing and AdWords is not in-depth, comprehensive, or trying to cover every tool or platform—an impossible task! But it is an easy-to-understand introduction to the most important tools and skills in search engine marketing. What You'll Learn: Take a behind-the-scenes tour of AdWords, including how to create an account Create and launch a campaign as well as ads, including keyword tools Monitor a campaign, including time frame, clicks and CTR, and reporting Implement various campaign strategies, including support email and dealing with errors Use Ad extensions as well as site links.