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Nota di contenuto	Contents; Foreword; Introduction; Chapter 1: Understanding Search Theory; The Origins of Google AdWords; The Psychology of Search; Goal Alignment: Google vs. You vs. the Searcher; Best Practices for Applying Search Theory; Chapter 2: Performing Keyword Research; Understanding the Buying Funnel; Understanding Keywords; Discerning Keyword Match Types; Using Negative Match; Using Advanced Organizational Techniques; Taking Control of Your Ad Display; Best Practices for Conducting Keyword Research; Chapter 3: Keyword Tools: Extracting Valuable Data from Google; AdWords Keyword Planner Google TrendsBing Ads Intelligence; Best Practices for Using Keyword Tools; Chapter 4: Writing Compelling Ads; Do Your Ads Reflect the Search Query?; Writing Effective Ads; Following Google's Editorial Guidelines; Developing Unique Selling Propositions; Distinguishing Features and Benefits; Employing Themes That Get Clicks; Controlling Your Mobile Ads; Spicing Up Your Ads with Ad Extensions; Showcasing Your Products with PLAs; Following the Law: Trademarks; The Quest for the Holy Grail of Advertising; Best Practices for Writing Compelling Ads Chapter 5: Creating Landing Pages That Convert Searchers into

BuyersDoes Your Landing Page Answer the Searcher's Question?; Everything about Destination URLs; Choosing Landing Pages That Increase Conversion Rates; Employing Usability, Trust, and Web Technology ; Best Practices for Landing Pages; Chapter 6: Learning Advanced Optimization Techniques; Optimizing for Traffic; Optimizing for Conversions; Best Practices for Advanced Optimization Techniques; Chapter 7: Demystifying Quality Score; What Is Quality Score?; Viewing Your Quality Score; Landing Page Quality: Making Your Pages Relevant Estimating Your First Page BidUnderstanding the Display Network Quality Score; Diagnosing Your Quality Scores; Increasing Quality Scores; What to Do if Your Quality Score Drops; Quality Score FAQs; Best Practices for Optimizing Quality Scores; Chapter 8: Beyond Text: Employing Image, Video, and Mobile Ads; Beyond the Desktop: Creating Mobile Ads; Beyond Static Text: Creating Rich Media Ads; AdWords Ad Gallery; Best Practices for Employing Image, Video, and Mobile Ads; Chapter 9: Understanding the Display Network; What Is the Display Network?; Creating a Successful Display Network Campaign Blocking Your Ads from Being Shown across the Display NetworkSmart Pricing: Measure Success with Cost per Conversion; Using the Display Planner Tool; Best Practices for the Display Network; Chapter 10: Utilizing Advanced Display Network Techniques; Remarketing: Bringing Visitors Back to Your Site; Flexible Targeting: Mixing and Matching Every Display Targeting Option; Optimizing Your Display Campaigns; Creating Scenarios to Understand and Reach Your Target Audience; Writing Effective Display Ads; Best Practices for Advanced Display Network Advertising Chapter 11: Utilizing Advanced Geographic Targeting Techniques

Sommario/riassunto

The ultimate guide to Google AdWords is fully updated for its third edition This is the ultimate guide for those who want to quickly get beyond AdWords basics to learn and apply the advanced techniques and tactics that are used by Fortune 500 companies. The book provides insight into AdWords' functionality and advanced features, explaining how they work and providing tips, tactics, and hands-on tutorials, which readers can immediately use on their own PPC campaigns. The third edition features more than 50 pages of new material and has been completely revised to cover all the changes
