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Nota di contenuto	pt. 1. Getting started -- pt. 2. Google AdWords -- pt. 3. Google Analytics -- pt. 4. Google Website Optimizer -- pt. 5. Executing your game plan -- pt. 6. Wrapping it up.
Sommario/riassunto	Get the most out of Google's trifecta of tools and optimize your Web presence! Savvy marketers are always searching for new ways to attract and keep online customers. Google's array of online tools plus the techniques and tips in this expert guide help you unlock the mystery of doing business in the digital age. Learn the basics of Google AdWords, Analytics, and Website Optimizer-and then discover how to use this powerful trifecta together to help you track, extract, and analyze data and make necessary changes. Topics include cost-per-click advertising, conversion tracking, how to a