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Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Includes index.
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

Buyers Does 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

2. Record Nr.	UNINA9910785742903321
Titolo	Cities, regions and flows / / edited by Peter V. Hall and Markus Hesse
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ISBN	1-136-25677-6 1-283-60613-5 9786613918581 1-136-25678-4 0-203-10614-8
Descrizione fisica	1 online resource (289 p.)
Collana	Routledge studies in human geography ; ; 40
Altri autori (Persone)	HallP. V <1968-> (Peter V.) HesseMarkus
Disciplina	330.9173/2 330.91732
Soggetti	Urban economics Regional economics Freight and freightage
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Title; Copyright; Contents; List of illustrations; Notes on contributors; Acknowledgements; List of abbreviations; PART I Introduction; 1 Reconciling cities and flows in geography and regional studies; PART II Theoretical concepts, research questions; 2 Economic structure, technological change and location theory: the evolution of models explaining the link between cities and flows; 3 The integration of virtual flows into material movements within the global economy; 4 Supply chain management, logistics changes and the concept of friction 5 Goods movement and metropolitan inequality: global restructuring, commodity flows, and metropolitan developmentPART III Empirical cases; 6 The Paris region: operating and planning freight at multiple scales in a European city; 7 From hinterland to distribution center: the Chicago region's shifting gateway function; 8 Amazon shipping, commodity flows, and urban economic development: the case of Belem and Manaus; 9 The flight of Icarus? Incheon's transformation from port

gateway to global city; 10 From time definite to time critical?
Challenges facing airfreight and port growth in Durban
PART IV Challenges for policy and planning11 Contested trade and
policy responses in Southern California; 12 Infrastructure and
environmental policy on regulating road vehicle emissions: from top-
down policy directives to the local level; 13 Freight, land and local
economic development; PART V Conclusion; 14 Cities, flows and scale:
policy responses to the dynamics of integration and disintegration;
Index

Sommario/riassunto

Urban regions have come under increasing pressure to adapt to the imperatives of mobility, including greater freedom of travel, rising trade volumes and global economic networks. Whereas urbanization was once characterized by the concentration of services and facilities, urban areas now have to ensure the exchange of goods, services and information in a much more complex, interrelated, highly competitive, and spatially dispersed environment. As a consequence, cities are challenged to ensure the functionality of infrastructure while mitigating negative environmental and social impacts.
