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Nota di contenuto	Advanced Google AdWords; Contents; Foreword; Introduction; Who Should Read This Book; What You Will Learn; What Is Covered in This Book; The Companion Website; How to Contact the Author; 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: Keyword Research; Understanding the Buying Funnel; Understanding Keywords; Discerning Keyword Match Types; Using Negative Keywords; 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 Tool; Traffic Estimator; Google Trends; Google Insights for Search; Microsoft Advertising Intelligence; Best Practices for Using Keyword Tools; Chapter 4: Writing Compelling Ads; Writing Effective Ads; Following Google's Editorial Guidelines; Developing Unique Selling Propositions; Distinguishing Features and Benefits; Employing Themes That Get Clicks; Spicing Up Your Ads with Ad Extensions; Following the Law:

Trademarks; The Quest for the Holy Grail of Advertising
Best Practices for Writing Compelling Ads
Chapter 5: 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: Advanced Optimization Techniques; Optimizing for Traffic; 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 Bid Understanding the Display Network
Quality Score; Creating Highly Relevant Ad Groups; What to Do if Your Quality Score Drops; Quality Score FAQs; Best Practices for Optimizing Quality Scores; Chapter 8: Beyond Text: Image, Video, and Mobile Ads; Beyond the Desktop: Creating Mobile Ads; Beyond Static Text: Creating Rich Media Ads; Using Google's Display Ad Builder; 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
Smart Pricing: Measure Success with Cost Per Conversion Learning How the Display Network Is Performing for You; Managed Placements: Choosing Which Display Sites Show Your Ads; Best Practices for the Display Network; Chapter 10: Advanced Display Network Techniques; Enhancing Your Display Campaigns; Setting Different Bids by Demographics; Remarketing; Topic and Interest Targeting; Creating Scenarios to Understand and Reach Your Target Audience; Write Effective Display Ads; DoubleClick Ad Planner: Free Access to Expensive Data; Best Practices for Advanced Display Network Usage
Chapter 11: Advanced Geographic Targeting

Sommario/riassunto

Master every aspect of the powerful Google AdWords platform with this one-of-a-kind guide AdWords expert Brad Geddes, the first and only Advanced AdWords Seminar leader for Google, shares his detailed instruction and insights to get new users up and running quickly and teach AdWords pros some slick new tricks. This must-have new edition offers 50+ pages of fresh material on such topics as retargeting, tracking for analytics, video ad features, ad extensions, and much more. The ultimate guide to advanced Google AdWords techniques authored by a respected AdWords expert who is the
