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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Advanced Google AdWords; About the Author; Contents; Foreword; Introduction; Who Should Read This Book; 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; Taking Control of Your Ad Display; Best Practices for Conducting Keyword Research Chapter 3: Keyword Tools: Extracting Valuable Data from GoogleAdWords Keyword Tool; Using Google's Search-Based Keyword Tool; Google Sets; Google Trends; Google Insights for Search; Google Labs and Microsoft adCenter Labs; 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; Following the Law: Trademarks; The Quest for the Holy Grail of Advertising Best Practices for Writing Compelling AdsChapter 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 to Increase Your Conversion Rates; Best Practices for Landing Pages; Chapter 6: 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 Bid; Understanding the Content 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 Content Network What Is the Content Network? Creating a Successful Content Network Campaign; Smart Pricing: Why Cost per Conversion Is the Best Metric to Measure Success; Learning How the Content Network Is Performing for You; Managing Automatic Placements; Placement Targeting: Choosing Which Content Sites Display Your Ads; Best Practices for the Content Network; Chapter 10: Advanced Content Network Techniques; Enhancing Your Content Campaigns; Setting Different Bids By Demographics; Creating Scenarios to Understand and Reach Your Targeted Audience; How to Write Effective Content Ads Google Ad Planner: Free Access to Expensive Data

Sommario/riassunto

Master Google AdWords and get more out of your campaigns What's the secret to making every pay-per-click of your Google AdWords really pay? This must-have guide-written by a Google Advanced AdWords seminar instructor-shows you exactly how to apply advanced techniques and tactics for better results. Discover the best tools for keyword research, tips on crafting winning ad copy, advanced PPC optimization tricks, winning bidding strategies, and much more. If you manage AdWords PPC accounts, you won't want to miss this expert, detailed instruction.Covers the essential and advance
