

Advanced Google AdWords

By Brad Geddes

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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 200 pages of new material, endless smaller updates, and has been completely revised to cover all the changes to Google's system, including changes to the campaign structure, bid modifiers, new quality score analysis techniques, and the latest ad extension updates.

Expert author and speaker, Brad Geddes, gives advanced insight, direction, and strategies for every aspect of using AdWords to create and manage a successful pay-per-click marketing campaign, and also shows you the best tools and techniques for keyword research, including negative keywords. In addition you'll:

- Discover how to craft winning ads
- Explore advanced PPC campaign optimization techniques Learn how to increase your quality scores
- Explore the intricacies of the Display Network and remarketing
- Learn how to use the AdWords Editor to easily scale your account by creating thousands of keywords and ads
- Utilize advanced bidding strategies
- Understand how to best organize and manage an AdWords account
- Learn how to successfully test everything from landing pages to ads

The book concludes with detailed chapters on understanding, interpreting, and acting upon the detailed AdWords reports so you can confidently make decisions to positively impact your campaigns. *Advanced Google AdWords* is detailed, in-depth, and full of insights, techniques, tips, tactics, and fascinating real-world case studies, making it the ultimate step-by-step guide for developing advanced AdWords expertise.

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Editorial Review

From the Back Cover

The best-selling AdWords book on the market has been fully updated. Advanced Google AdWords, Third Edition, is the ultimate guide to Google's dominant ad platform. This book
teaches readers how to use techniques employed by Fortune 500 companies in their own advertising campaigns.
Updates to the book include information on Google's platform, including changes to the campaign structure, bid modifiers, and the latest ad extension updates. Expert author Brad Geddes draws from his personal experience as an Advanced AdWords Seminar leader to show you how you how to implement advanced PPC campaign techniques.

- Master how to craft and test winning ads
- Discover how to easily research keywords and find what match types to use
- Learn how to increase your quality scores to save money
- Use the AdWords Editor to create thousands of keywords and ad copy
- configurations
- Uncover advanced bidding strategies to make your account more profitable
- Develop successful account organisational strategies
- Learn how to best design and test landing pages
- Spice up your text ads with Ad Extensions
- Learn how to expand your advertising reach with the Google Display Network
- Explore new ways to manage and grow your AdWords account

"Brad Geddes takes it to the next level, showing you not only how to get the most from your search advertising campaigns, but more importantly why you should use specific features and techniques, who you should be targeting with your creative, and when to use the scores of advanced tactics he describes for maximum impact and profitability."
--Chris Sherman, Executive Editor,Search Engine Land
"Brad's book is a powerful combination of deep insight and simple prescriptions that will help anyone, from AdWords novice to seasoned pro, get more clicks and make more sales."
--Howie Jacobson, Ph.D., author of Google AdWords For Dummies
Brad Geddes is one of the few people in the PPC world that I trust to deeply know the facts, communicate them clearly, and add value with insights that save time and/or money.
This book is perfect for anyone who wants to really learn paid search and discover the best ways to improve their results."
--Craig Danuloff, Founder, ClickEquations

About the Author

AdWords expert **Brad Geddes** is an Internet marketing consultant and the first and only Advanced AdWords Seminar leader that Google selected to conduct seminars for top businesses. He has advised companies such as Amazon, Red Lobster, Encyclopedia Britannica, and other Fortune 500 companies.

Users Review

From reader reviews:

Lisa Streeter:

The knowledge that you get from Advanced Google AdWords is a more deep you digging the information that hide inside words the more you get serious about reading it. It does not mean that this book is hard to be aware of but Advanced Google AdWords giving you joy feeling of reading. The author conveys their point in certain way that can be understood by means of anyone who read that because the author of this book is well-known enough. That book also makes your personal vocabulary increase well. Therefore it is easy to understand then can go with you, both in printed or e-book style are available. We propose you for having this specific Advanced Google AdWords instantly.

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