



Mastering Search Advertising: How the Top 3% of Search Advertisers Dominate Google AdWords

Rich Stokes

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Mastering Search Advertising shares insight and professional guidance from an expert Internet marketer on how to launch, manage and improve already-existing pay-per-click campaigns, providing an inside look into a largely undiscovered and exciting industry. Richard Stokes, founder of AdGooroo, a leading search engine intelligence company, has over 15 years of experience in advertising and technology management and includes real-life examples, case studies and charts that reveal not only the basics of creating a pay-per-click campaign, but also break down the intricacies of the process into simple, easy-to-understand steps that will help any business leader focused on achieving a world-class marketing strategy. Successful tactics known only to a handful of elite search marketers are discussed in detail and include specific techniques on how to: Increase search traffic while simultaneously lowering costs Conduct keyword research Determine the best starting bid prices for new keywords Manage bids without expensive bid management software Launch a new campaign Understand the Google quality score algorithm Stop throwing your marketing dollars away and learn how to dominate Google AdWords today!" A well researched, truthful, and up-to-date guide for pay-per-click marketers." Mike Mindel, CTO, Wordtracker.com

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