



Pay Per Click Search Engine Marketing For Dummies

Peter Kent

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Pay Per Click Search Engine Marketing For Dummies Peter Kent
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If you want potential customers to form a traffic jam at your Web site, Pay Per Click just might do the trick. This book will help you decide! It tells you all about Google AdWords and Yahoo! Sponsored Search, targeting your customers, watching out for fraud, assessing the pros and cons of Pay Per Click, and making Pay Per Click work for you.

Discover how to

- Use the right keywords to trigger your ads
- Figure your breakeven point
- Write ads that reach your customers
- Calculate return on investment
- Use geo targeting
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