

Google Ad Management Tools



Google Advertising Tools

Harold Davis

A red circular graphic with a gradient, appearing as a partial circle or a thick arrow pointing to the right, located on the right side of the light blue bar.

Google Advertising Tools:

Google Advertising Tools Harold Davis, 2006-01-19 Cover note Cashing in with AdSense AdWords and the Google APIs

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Google Advertising Tools Harold Davis, David Iwanow, 2009-11-16 With this book you'll learn how to take full advantage of Google AdWords and AdSense the sophisticated online advertising tools used by thousands of large and small businesses This new edition provides a substantially updated guide to advertising on the Web including how it works in general and how Google's advertising programs in particular help you make money You'll find everything you need to work with AdWords which lets you generate text ads to accompany specific search term results and AdSense which automatically delivers precisely targeted text and image ads to your website Google Advertising Tools focuses on best practices with several case studies that demonstrate which approaches work well which don't and why Google's ad programs can help any business with a web presence and this guide explains precisely how to use them Learn how to create effective campaign plans for your website Understand the PageRank algorithm Search Engine Optimization SEO and Search Engine Marketing SEM Drive traffic to your website and make money as an advertising host Add AdSense code and Google search to your site Learn how content search and referral ads perform Create and edit AdWord campaigns Monitor AdWords activity and improve your campaign's performance

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Introduction to Google

Gilad James, PhD, Google is an American multinational technology company that specializes in internet related services and products It was founded in 1998 by Larry Page and Sergey Brin while they were Ph D students at Stanford University The company s mission is to organize the world s information and make it universally accessible and useful Its flagship product is the search engine which has become synonymous with conducting online searches In addition to the search engine Google offers a variety of other products and services including email Gmail document creation and editing Google Drive video sharing YouTube and social networking Google Google s success has been driven by its innovative approaches to technology rigorous focus on user experience and deep commitment to data driven decision making It has consistently been ranked as one of the world s most valuable brands and has a market capitalization of over 1 trillion The company s continued growth and expansion have been fueled by a constant stream of new products partnerships and acquisitions Today Google is one of the world s largest and most influential companies with a presence in almost every country and over 100 000 employees worldwide

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