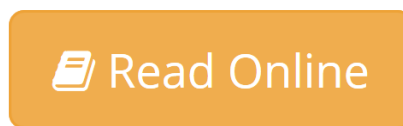


Advertising on Google: The High Performance Cookbook

By Kristina Cutura



Advertising on Google: The High Performance Cookbook By Kristina Cutura

In Detail

Google Adwords is one of the most effective ways to advertise today with unprecedented reach and potential to show your ads to millions of Internet users instantly. It helps in bringing highly relevant ads to customers who are searching for you in real-time, resulting in highly accountable and cost-effective campaigns that even the smallest advertisers can take advantage of.

Advertising on Google: The High Performance Cookbook is a step-by-step guide with practical tips and everyday examples that will arm you with the tools necessary to run effective Adwords campaigns.

"Advertising on Google: The High Performance Cookbook" is a collection of hands-on recipes for creating and optimizing Adwords campaigns. The book begins with the research you'll need to conduct before starting with Adwords, including figuring out how competitive your market is and finding out what your competitors are doing. It takes you through the account set-up process from the beginning to the end, including how to fine-tune your campaigns based on the rich reporting available.

You will also learn how to bid effectively so that you are not overspending and instead focus your budget on what is working for you. You will also see how to track ad results and act on the data to maximize ROI. This book highlights the most successful keyword building and ad copy writing techniques with real-life examples that will make your ads stand out. Advanced ad formats and campaign types are introduced with recommendations based on a decade of experience.

The book concludes with advanced strategies and features that the most successful advertisers are taking advantage of and account management tools to help you save time.

Approach

This book contains practical recipes on everything from creating an Adwords account, reporting, analyzing, bidding effectively to remarketing. The book is a guide to getting hands-on experience in Adwords strategies. It is extensively focussed on helping you build an Adwords account, which appeals to the visitors

and attracts more clicks!

Who this book is for

This book is great for the users, who are ready to start using Adwords, as well as for experienced advertisers, who are looking to take their accounts to the next level. Just create an Adwords account and run ad campaigns to take advantage of the hands-on recipes.

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Advertising on Google: The High Performance Cookbook By Kristina Cutura Bibliography

- Sales Rank: #2991991 in eBooks
- Published on: 2013-06-25
- Released on: 2013-06-25
- Format: Kindle eBook

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Editorial Review

About the Author

Kristina Cutura

Kristina Cutura is a pioneer of Google AdWords and currently the owner and founder of a search marketing consulting firm. Starting as a Google employee in 2002, she was one of the founding members of the company's AdWords optimization team, where she developed and tested optimization strategies that are still widely used in the industry. Kristina also created and delivered all optimization-related trainings for internal Google employees, external clients, and agencies that manage AdWords accounts. During her tenure, she trained hundreds of Google employees and dozens of AdWords resellers, and developed online training resources. In addition to running training programs, she managed and optimized Google's highest revenue clients.

After leaving Google in 2009, Kristina started her own consulting company, KristinaCutura.com, where she is using the skills she acquired at Google to advise a variety of clients on search engine marketing efforts. Kristina has worked with national and global businesses in a variety of industries and sectors, ranging from multi-million dollar corporations to small, family-owned businesses. In her free time, Kristina enjoys taking walks with her dog Lola and exploring the culinary offerings of San Francisco, where she lives. Kristina holds a BA from UCLA, and shares Google AdWords tips and strategies on her blog, <http://kristinacutura.com/blog/>.

Users Review

From reader reviews:

Stevie Mozingo:

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Lynn Kelley:

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