



Ultimate Guide to Pay-Per-Click Advertising

Richard Stokes

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Millions compete for exposure on Google and Bing but 99% of them fail to get results.

As the founder of leading digital intelligence firm AdGooroo, search advertising authority Richard Stokes is in a unique position to reveal what's going wrong and provide solutions to fix it.

Using proven strategies from today's search advertising elite, discover how to drive significantly more traffic to your site, dramatically increase click-through rates, steal impressions from competitors, boost your conversions, and increase your sales by unbelievable amounts.

Since the previous edition, there have been a number of revolutionary changes in paid search. First, we are increasingly searching from our cell phones rather than desktop computers. Second, Google is no longer the only game in town. Bing now accounts for 30 percent of all U.S. searches. Finally, "search extensions" have become a powerful new technique you can use to collect phone numbers and email addresses with your ads, limit your ads to certain times of day, deliver coupons to nearby customers, and even provide handy "call me" buttons that are displayed only on cell phones. In this new edition, Stokes details all this and more.

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Andrew Bushard says

My first book on PPC. Great intro into the subject. Full of clear explanations and helpful visuals. It laid the foundation for further study.

Donna Schubert says

looks like an interesting book will have to research more on this book

Jennifer Olson says

If you are interested in starting an ad campaign online for your business, or are already marketing online, this book is for you. This step-by-step guide covers everything you need to know about the basics, and improving to have better ads/ad placement than your competitors. This book is very detailed, complex, and analytical, but is easy to follow. This author knows his stuff; every detail of PPC advertising is discussed in this book, no stone unturned. Love it.
