



Pay-Per-Click Search Engine Marketing: An Hour a Day

By David Szetela, Joseph Kerschbaum, Michael Flores

John Wiley and Sons Ltd. Mixed media product. Book Condition: new. BRAND NEW, Pay-Per-Click Search Engine Marketing: An Hour a Day, David Szetela, Joseph Kerschbaum, Michael Flores, The complete guide to a winning pay-per-click marketing campaign Pay-per-click advertising-the "sponsored results" on search engine results pages-is increasingly being used to drive traffic to websites. Marketing and advertising professionals looking for a hands-on, task-based guide to every stage of creating and managing a winning PPC campaign will get the step-by-step instruction they need in this detailed guide. Using the popular An Hour A Day format, this book helps you avoid the pitfalls and plan, develop, implement, manage, and monitor a PPC campaign that gets results. * Successful pay-per-click campaigns are a key component of online marketing * This guide breaks the project down into manageable tasks, valuable for the small-business owner as well as for marketing officers and consultants * Explains core PPC concepts, industry trends, and the mechanics that make a campaign work * Shows how to perform keyword research, structure campaigns, and understand campaign settings and various pricing models * Discusses how to write ads, develop and test landing pages, use ad groups, and leverage Google's content network * Covers...



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Reviews

Good eBook and useful one. It is amongst the most remarkable ebook i actually have study. You can expect to like the way the article writer publish this pdf.

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Absolutely essential go through book. It can be rally fascinating throug studying period of time. You wont truly feel monotony at at any time of your respective time (that's what catalogues are for concerning in the event you question me).

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