

Step-by-Step Instructions

For building, managing, and optimizing your AdWords account.

Buying Funnel Optimization

Choose keywords and write ads based upon each stage of the buying funnel

Bid Management for Any Budget

Use bid modifiers to control your mobile, location, and time of day bids.

www.sybex.com/go/adwords

Increase Your Quality Score

Learn how to raise your Quality Scores to save you money.

AdvancedAdWordsBook.com

Boost Your Display Advertising

Use flexible reach to only show ads to your target customers.

www.sybex.com/go/adwords

Profitable Testing Techniques

Increase your profits with landing page and ad testing methods & ideas.

AdvancedAdWordsBook.com

Find Success with Mobile Ads

Master the art of mobile advertising.

www.sybex.com/go/adwords

Never Lose a Customer

Remarketing can convert people who abandon your website.

AdvancedAdWordsBook.com

Proper Account Organization

Create successful account structures to reach your marketing goals.

www.sybex.com/go/adwords

Advanced Google AdWordsTM Third Edition

Brad Geddes

Foreword by Avinash Kaushik, Digital Analytics Evangelist
and *Author of Web Analytics 2.0*

Praise for *Advanced Google AdWords*

Brad gets it! He has a wealth of hands-on experience and shares it freely. If you want to drive and convert Google AdWords traffic, you need to read this book—now!

—TIM ASH, CEO of SiteTuners, Author of *Landing Page Optimization*,
Chairperson of Conversion Conference

Brad Geddes is the clearest voice on Advanced AdWords teachings, tactics, and strategies. I'm constantly referring to Brad's articles and sharing them with others to help our clients make tens of thousands of dollars in their PPC campaigns—so be sure to grab a copy of Brad's new book.

One of the best things I like about Brad's knowledge is that he is constantly sharpening his blade by teaching (Google's Seminar for Success, AdWords advanced courses) and doing (running his own campaigns), so his writing reflects his deep knowledge of the intricacies and details which, when followed, lead to improved campaign results.

*There are a handful of books on the market that give you a broad understanding of the psychology behind how to advertise on Google; in *Advanced Google AdWords* Brad gives you that plus a practical, step-by-step plan to leverage what you've learned by including the technical details you need to turn your knowledge into action.*

—TIMOTHY SEWARD, Founder and CEO, ROI Revolution, Inc.

This book translates years of successful experience into language anyone can learn from to improve their skill level and understand paid search at a higher level. For years Brad has been my go-to source for the hardest of AdWords questions no one else could answer. Understanding the evolution of paid search is key to taking advantage of the nuances and complexities of current search algorithms. Brad does the impossible by teaching you high-level skills that will equate to actionable strategies you can apply immediately. He describes the life cycle of paid search and most importantly how to create a strategy from this understanding that applies to you. Brad has stayed fresh and documented his decade of experience, and he teaches people with a patience level acquired from years of teaching in person that results in attention to detail that will be hard to find in any other book on the subject. The money you will save on understanding Quality Score alone makes buying this book a no-brainer.

—CAPT. TODD MALICOAT, SEO Faculty at Market Motive

I'm not going to lie. I'm jealous. This is the AdWords book I wish I had written. I've been following and learning from Brad Geddes for years, and without a doubt, this is the single most useful, detailed, and comprehensive book on AdWords available.

Who is this book for? Absolutely everyone who uses Google AdWords. Not only will beginners get a lot from this book, but seasoned professionals with years of experience will pick up a lot more than a few nuggets.

This is it. This is the AdWords book that others will try to match. This is the only book about AdWords you will ever need. Brad has brought something truly useful to the advertising community.

—DAVE DAVIS, Marketing Director and AdWords TC, Redfly Digital

Brad Geddes has a knack for translating complex concepts into easy-to-understand information. I've heard Brad speak many times over the years and always send my staff to his Seminars for Success. I'm thrilled that he's published a book that my team can use as a manual on an ongoing basis. Advanced Google AdWords is a superb overview of Google AdWords. It starts at a beginner level and goes step-by-step through the strategies and tactics for setting up and managing campaigns. The book also includes plenty of advanced content, even covering topics like Google's Display Network, image and video ads, and understanding reporting data. Specific screenshots and examples are included, which help illustrate each point. Advanced Google AdWords should be required reading for anyone, at any experience level, who's advertising on AdWords.

—STACY WILLIAMS, CEO, Prominent Placement, Inc.

This book is money in the bank! Do you have questions about Google AdWords? Do you want insights on Google AdWords? This book has the answers that you are looking for! Neat, precise, and concise in presentation. Rich in content. This is THE book you need if you want to be successful with Google AdWords!

—JIM JANSEN, Associate Professor, Penn State

Think you know PPC? Think again. Geddes continues to confound the industry with new revelations of techniques and practices that WILL change your campaigns for the better. Advanced Google AdWords Third Edition contains new, detailed, and clear examples never seen before. The sooner you open the book, the sooner you'll see results. Buy it for your entire team.

—MICHAEL STEBBINS, CEO, Market Motive Training Institute

Authoritative AdWords knowledge comes from few places. Two of them are Google and Brad Geddes.

—ROB SIERACKI, Strategist and Cofounder at Ox Optimal

What separates Advanced Google AdWords from the others on the bookshelf is the brilliance of the author and the wealth of experience he has in the search industry. Brad Geddes is well known among other leaders in search and is often sought for his expert opinion on AdWords campaigns and optimizing campaign performance by decreasing spend while increasing overall ROI. He has consulted online advertising agencies on setting up keyword taxonomies, written articles for major search news websites, and collaborated with Fortune 500 companies on the implementation and performance of their PPC initiatives. Frankly stated, Brad is frequently sought for his insights on all areas of search because he knows what works and, more importantly, he knows how to explain paid search strategies to any audience regardless of level of experience. I am thrilled that Brad has written this book, and I, as well as you, will use this tool frequently.

—MICHAEL MARTIN, Director of Product Management and Development at Morgan & Corinth, Inc.

How do you build a better masterpiece? Could the Mona Lisa be improved? Even da Vinci would say no, yet master AdWords artist Brad Geddes has topped his first classic guide, Advanced Google AdWords. The third edition is chock-full of updates, changes, and new information. It's a must-read for any PPC manager who NEEDS to stay on top of every move and pivot Google makes with the world's most popular online advertising platform.

—DAVID SZETELA, Owner and CEO, FMB Media

When it comes to Google AdWords, Brad Geddes is one of the top minds in the business.

—DANNY SULLIVAN, Founding Editor, Search Engine Land

If you spend money on Google AdWords, it would be foolish not to read Brad Geddes's Advanced Google AdWords Third Edition. We have delighted our clients and given them an edge on their competitors by using nuggets learned from Brad. He has been effectively teaching people how to do AdWords for longer than anybody we know. Please do yourself a favor and take advantage of his PPC wisdom.

—BRYAN EISENBERG, New York Times best-selling author, Marketing keynote speaker

There are many smart Google AdWords experts out there who know their craft inside out. However, what makes Brad so unique is his vast experience in teaching literally thousands of people advanced AdWords strategies. So not only does he know the best strategies and tactics to get a better return from AdWords, but he also knows how to communicate these so that you really get it. No one else has this level of skill and teaching experience. Read it, apply it, and reap the rewards!

—PHILIP SHAW, Director, CleverClicks

From the very first time I heard Brad speak, I know he was the ultimate AdWords whisperer. His ability to take something as complicated and nuanced as AdWords and explain it so well, in such a warm and engaging manner, gives confidence to beginners and motivation to seasoned users. When his book came out, I eagerly snapped it up and have read and reread it countless times, each time learning something new. Applying his tips has helped skyrocket revenue and has made all the difference in the world. The third edition provides even more value, with incredible insights into remarketing, ad extensions, modified broad match, and more, all of which can yield significant results. I cannot recommend this book highly enough—buy it now!

—PURNA VIRJI, Senior Marketing Manager, Stroll

Brad Geddes is the most trustworthy source of advanced PPC advice I know. His tips are deep, actionable, and profitable. Advanced Google AdWords is a must read for new and seasoned paid search professionals.

—ALEX COHEN, Marketing—GrubHub Seamless

In the world of paid search, the devil truly is in the details: details that can easily overwhelm even the most seasoned search marketer. Anyone attempting to navigate the labyrinth of campaign settings, bidding tactics and strategies, ad extensions, and all the other minutiae that are Google AdWords must have a copy of this book close at hand. From beginner basics to the most advanced Quality Score theory, Brad covers it all with actionable insights that will guide readers to boosted conversions and reduced costs. I give a copy of Advanced Google AdWords to every new member of my search team—it's that good.

—JOE PORTER, Senior Marketing Manager, Cengage Learning

Successful PPC campaign organization and management are more complex than one would originally think. Thankfully, the author has provided us with a highly practical, easy-to-understand guide to launching and managing PPC campaigns that will simplify the process and increase the likelihood of great results. Brad really opens your eyes to not only how but to why things should be done. For instance, in the chapter on ad writing you are given proven best practices but also taught how to get into the minds of the search prospects and meet them where they are in the sales funnel. Awesome! Whether you're a beginner or have been running PPC campaigns for a while now, you can be sure your head will be exploding with new ways to make your campaigns more effective and profitable.

—STONEY DEGEYTER, CEO, Pole Position Marketing

Brad has been the authority on Google AdWords for years, and this book is the best training tool I have seen since Google's own training on their program. Brad goes a step further by explaining everything from where PPC advertising got started to advanced optimization techniques. If there is one part that I focused on the most, it was keyword and ad group organization. As Brad says, it is the most time-consuming but most rewarding tactic you can use in PPC marketing. If you want to learn AdWords, this is a fantastic book to read to get the whole picture.

—KATE MORRIS, Principal Marketing Consultant, Distilled

Anyone who has heard Brad speak, been to one of his trainings, or read any of his blog posts or publications already knows why he is already considered the authority on AdWords. For those who haven't yet had the pleasure, Advanced Google AdWords Third Edition should set the record straight. Brad brings not only the rules and best practices you need to be a successful search marketer but also the context and insider tips that can come only from a seasoned professional. Any student, marketer, or business owner wanting to succeed online will get there a lot quicker and save a lot of money in the process by buying this book.

—RICK GALAN, Director of Digital Channel Development at Blendtec

The latest edition of Advanced Google AdWords explains the latest tools, techniques, and tactics that will help advertisers be successful with AdWords. Not only does the book contain a thorough explanation of the theory and history of search, but it also provides detailed, specific instructions on formulation and execution of marketing strategies and tactics as they pertain to Google AdWords. This book has earned a place on my desk as one of the premier tools to aid in creating successful AdWords campaigns.

—MELISSA MACKEY, Search Supervisor at gyro; Search Engine
Watch Expert Author, Search Advertising

This is the book on Google AdWords whether you need to learn to conduct AdWords campaigns from scratch or you are an accomplished AdWords practitioner using the book as your go-to reference book on your desk. Even on rereads I pick up tips large and small that reinvigorate my passion to work on campaigns as well as boost the performance of the campaigns I work on.

—TIM MAYER, Chief Marketing Officer, Trueeffect

Brad has made a lot of people a lot of money in some of the most competitive markets of PPC marketing. Now he's put all his knowledge into one book. Buy and read this book before your competitors do!

—ADRIAN BYE, Founder, MeetInnovators.com

There are many paid search experts out there, but Brad is unique in that he is not just an expert but is able to effectively communicate his knowledge to those who are new to the field. It is rare to find someone in the industry who has such a deep understanding of a topic that he can teach both the basics and the robust features of paid search.

—BARRY SCHWARTZ, CEO of RustyBrick,
Editor at Search Engine Land and Search Engine Roundtable

Brad Geddes is one of the few AdWords experts I always pay attention to. He's one of the best in the field. This book is incredibly comprehensive, illustrative, and readable. Both beginners and experienced pay-per-click marketers will find invaluable insights here. Brad fills in a lot of gaps that the AdWords Help screens don't cover. Otherwise, you'd have to get the info from an AdWords rep, and only the biggest spenders get the best attention from these reps. Heeding this book's advice from the start will save you a lot of money and get you much better results. Highly recommended.

—BRAN CARTER, CEO and Lead Consultant at The Carter Group

Brad Geddes is the quintessential AdWords authority.

His love of sharing information and his deep knowledge of pay-per-click systems makes this book a compelling read.

This book hits the mark by blending practical with creative strategies to help you organize, quantify, and present ads for the most effective return on investment.

—BRETT TABKE, CEO of Pubcon, Inc.

Brad Geddes takes the reader by the hand, starting with the basics of search engine marketing, and then steadily introduces more advanced concepts and more powerful tools. I really appreciate his consistent focus on maximizing conversion rates. All the traffic in the world won't help us unless it generates leads and sales. As a primer, a field guide, and a reference, this book will be a constant companion for online marketers at all levels of experience.

—BRIAN MASSEY, The Conversion Scientist

Most books about search advertising show you how to do it. In Advanced Google AdWords, paid search expert Brad Geddes takes it to the next level, showing you not only how to get the most from your search advertising campaigns but, more importantly, why you should use specific features and techniques, who you should be targeting with your creative, and when to use the scores of advanced tactics he describes for maximum impact and profitability. I'd advise buying more than one copy of this book because you'll wear one out from constant use.

—CHRIS SHERMAN, Founding Editor, Search Engine Land

Brad Geddes knows marketing, and he understands the inscrutable mind of Google—a killer combination when it comes to explaining AdWords. His book is a powerful combination of deep insight and simple prescriptions that will help anyone, from AdWords novice to seasoned pro, get more clicks and make more sales. I've never seen a clearer discussion of the buying funnel as it relates to choosing keywords and writing ads. Ignore the chapter on Quality Score at your own risk. This book raised my game—and I'm sure it'll do the same with yours.

—HOWIE JACOBSON, Ph.D., Cofounder, VitruvianWay.com and
Author of *Google AdWords For Dummies*

For years I have been seeking out the one book that I can turn to both when I need a basic refresher and when I tackle more advanced AdWords tactics. Brad Geddes has finally provided me with such a resource. In Advanced Google AdWords, Geddes demonstrates his years of expert experience in paid search marketing as he demystifies the many components involved with AdWords and shares valuable secrets of those successfully dominating the AdWords platform. I can officially say my search is over—if you are looking for the one book that will help you drive qualified traffic to your site and increase ROI, you just found it!

—JOANNA LORD, Joanna Lord, CMO, BigDoor

The word expert gets thrown out there a lot in the digital marketing industry, but Brad Geddes is for sure one of our top experts in search engine marketing. I've had the pleasure to learn from Brad through the years through his various writings and speaking engagements. Bottom line, do you want to know how to win at paid search? Do you want to become an advanced AdWords user and make your organization successful at using PPC? Then read this book. Brad has compiled into one resource what it would take you a decade to learn by yourself.

—JOSH DRELLER, Director, Marketing Research and Content, Kenshoo

This is a book you'll keep on your desk, not your bookshelf. At our agency, I use it as an always-available training tool. When I am trying to explain something technical to one of our campaign managers, I just say, "Hey, read this chapter in Brad Geddes's book and then let's talk about it."

Brad explains advanced optimization in plain, simple language. You read it and it makes sense, so you trust it. You read it and you understand it, and so you can put it to work on your own campaigns. He makes it seem easy, and that's the brilliance of this book. Even as Google continues to expand and evolve, the techniques shown in the book will still be perfectly valid—they are built on a very solid technical foundation.

I highly recommend it to any serious PPC campaign manager. Well done, Brad!

—MATT VAN WAGNER, President, Find Me Faster

The thing that differentiates this book from other AdWords guides is that it takes you inside the mind of a successful paid search advertiser and walks you through each and every step of the auction and advertising process. The two consistent strengths of the book are its ability to ground the reader in the core goals of their advertising program (generating leads and sales through effective targeting and messaging) and its relentless attention to detail. That perspective and thoroughness mean that the book is accessible to less-sophisticated advertisers and ensure that there is a series of valuable nuggets available for intermediate and even expert AdWords users.

—TOM DEMERS, Managing Partner at Measured SEM LLC

For years, I've been recommending Brad Geddes to people who ask me for AdWords resources. I'm thrilled to now have Brad's book Advanced Google AdWords to recommend as well. This book clearly walks through every step of the paid search process in accessible, relatable language. Just as importantly, Brad keeps the focus on the audience. He understands that it's not enough to know how to create and buy ads and ensure they are visible in Google search results. The real goal is to connect your business to the right searchers, engage them, and turn them into paying customers. That's what this book will help you do.

—VANESSA FOX, author, *Marketing in the Age of Google*

Many AdWords advertisers realize that the search and Display Networks need different approaches. The problem is that most don't know how to handle the difference so they just ignore the content network. Big mistake. The content network has the potential to deliver more visitors with lower CPC's. Brad does a great job in breaking down, with a flowchart no less, how the approach to the content network differs and how to implement a winning content network strategy. Brad even goes a step further by showing you how to put a laser focus on certain content network sites to get the most out of what is available. If you want to boost your content performance, you need to listen to what Brad has to say and follow in his footsteps.

—ROB LENDERMAN, Founder, Boost CTR

Brad is the go-to guru for AdWords. Advanced Google AdWords is actionable, is readable, and has tons of handy tips that any online advertiser can try immediately. Even if you think you know everything about Quality Score or the Google Display Network, you'll find things you haven't thought about that can boost your sales right away.

—RON DRABKIN, Head of Growth and Monetization, Healthtap.com

Very few people have the grasp and understanding of Google's Display Network or the ability to use words and illustrations to make it look so easy. From best practices to organizing your campaigns to the importance of placement performance reports, you'll find it step by step in Advanced Google AdWords.

—SHELLEY ELLIS, VP of Media at Advice Interactive Group

Advanced Google AdWordsTM

Third Edition

Advanced Google AdWords™

Third Edition

Brad Geddes

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Dear Reader,

Thank you for choosing *Advanced Google AdWords, Third Edition*. This book is part of a family of premium-quality Sybex books, all of which are written by outstanding authors who combine practical experience with a gift for teaching.

Sybex was founded in 1976. More than 30 years later, we're still committed to producing consistently exceptional books. With each of our titles, we're working hard to set a new standard for the industry. From the paper we print on, to the authors we work with, our goal is to bring you the best books available.

I hope you see all that reflected in these pages. I'd be very interested to hear your comments and get your feedback on how we're doing. Feel free to let me know what you think about this or any other Sybex book by sending me an email at contactus@sybex.com. If you think you've found a technical error in this book, please visit <http://sybex.custhelp.com>. Customer feedback is critical to our efforts at Sybex.

Best regards,

A handwritten signature in black ink, appearing to read "Chris Webb". The signature is fluid and cursive, with the first name "Chris" written in a larger, more prominent script than the last name "Webb".

Chris Webb
Associate Publisher
Sybex, an Imprint of Wiley

To Vernice, you were a wonderful inspiration and will be sorely missed.



Acknowledgments

Writing this book has been an amazing journey, and there are many who deserve a heartfelt thank-you for contributing to this quest being completed.

The first edition of *Advanced Google AdWords* came out four years ago. AdWords has changed so much in those four years and significantly since the second edition came out two years ago that there is very little content left in the book from that first edition. At times this edition was a huge undertaking because entire chapters needed to be completely rewritten.

Luckily, I had Matt Van Wagner, the technical editor who tirelessly checked every fact, calculation, and word. I've respected Matt for a number of years as we've spoken to each other across the country. After working with Matt on the last two editions of this book, not only do I have a higher respect for him, but the book is much better because of his dedication to this edition. Thank you, Matt.

I must always thank Sharon, my wife, who has supported my various adventures over the years no matter how insane they sounded. During the creation of the first edition, our daughter, Lilith Rose, was born. Four years later, Lilith still makes it difficult for me to tear myself away from her to finish the book, and many pages were written while she was giving her interpretation of marketing.

Thank you to my business partner, Leslie Clark, for keeping the company running while I was off writing and regularly ignoring the tasks at hand. It's been her support in growing the company that has made it possible for works like this to be created.

After three years, I am still impressed with the team at Wiley. Willem Knibble had the idea to write a book on AdWords and the foresight to keep me moving toward a third edition. He provided input and assistance whenever necessary. Thank

you, Kim Wimpsett, Dassi Zeidel, and all the others who worked in the background for taking my thoughts and making them comprehensible and putting them to paper.

The teams at Google have not just given me support for the writing of this book; they have been giving me support for more than a decade, and for that I thank them.

Finally, I must thank the Internet marketing community. I have been writing, speaking, and blogging about online marketing for many years. During that time, I have been an active participant in forums, blogs, and conferences. My interaction with the community, made up of significantly more people than I could ever acknowledge on paper, has helped to increase everyone's understanding and success with Google AdWords.

About the Author

Brad Geddes has been involved in online marketing for more than a decade. Over the years he has provided a variety of services, the most common being usability, search engine optimization (SEO), pay-per-click (PPC), product development, product positioning, agency consulting, and affiliate marketing.

One of his trademarks has been demystifying the more complicated aspects of SEO, PPC, and Internet advertising through writing, speaking, and training. Not one to hold secrets, Brad prefers to educate readers on the various aspects of crafting successful marketing campaigns to ensure the success for all parties involved.

Brad does not call himself an expert or guru. He prefers to educate marketers and let the results speak for themselves. Therefore, instead of writing paragraphs that use the words *master*, *wizard*, or *thought leader* and name-drop companies he has worked with such as Amazon, Yahoo, and Google, he prefers a simple bullet-point list of facts and letting the intelligent readers make up their own mind based on what they learn.

As a speaker:

- Spoke at more than 60 conferences and 125 sessions across several continents.
- Keynoted several conferences in multiple countries.
- Notable conferences include AdWords Days (Germany), Afri-Tech (Kenya), SEM Days (Romania), Congreso SEM (Spain), Search Engine Strategies (Toronto, San Francisco, San Jose, Chicago, London, New York City), SES Local, SMX (Seattle, New York, San Jose, Sydney, Munich, Milan), SMX Local, SMX Social, Kelsey, Pubcon (New Orleans, Boston, Las Vegas), SuperZoo, Marketing 2.0 Bootcamp, SEO Class, KBIS, Elite Master Summit, adTech, and others.
- Featured speaker at events at both Google and Microsoft.

As a trainer:

- The only Google-approved Advanced AdWords seminar leader.
- Conducted more than 70 official Google-sponsored AdWords Seminars for Success that have been attended by more than 5,000 marketing professionals. AdWords Seminars for Success are two days of intensive training on Google AdWords.
- Worked with Google in implementing their reseller training program at RH Donnelley.
- Helped institute a training program for LocalLaunch that managed more than 40,000 PPC accounts.
- Conducted training days in multiple countries for conferences such as SEO Class, Search Engine Strategies (in New York, Toronto, and Chicago), Refined Labs, SMX (New York, San Jose, Munich, Sydney, Las Vegas, and Seattle), and Pubcon.

As an Internet marketer:

- Built his first website in 1998
- Started SEOing websites in 1998
- Started affiliate marketing in 1999
- Opened his first PPC account in 1999
- Formed his first agency, iDjinni Consulting, in 2002

Providing usability, PPC, SEO, and affiliate marketing services:

- Joined LocalLaunch in 2004.
 - LocalLaunch began as a boutique agency. Then LocalLaunch built a marketing platform that empowered sales forces to sell marketing products to their customer bases while LocalLaunch did all of the product's management behind the scenes.
 - Helped grow the LocalLaunch agency that provided PPC services to companies such as Red Lobster, Encyclopedia Britannica, YellowPages.com, and Yahoo.
 - Helped build marketing products that were used by more than 100,000 businesses.
 - Helped build a system that managed more than 40,000 PPC accounts.
 - Worked with companies such as Amazon, World Directories, DEX Media, and Local.com.
 - While Brad managed vendor relations, RH Donnelley became one of the few Google and Yahoo resellers in the world.
 - LocalLaunch was sold to RH Donnelley in 2006.
- Formed bg Theory in 2008.
 - bg Theory is a company dedicated to consulting, educating, and training businesses on Internet marketing theory and best practices.
- Formed Certified Knowledge in 2010.
 - Certified Knowledge is a training, tools, and community platform designed to teach companies Internet marketing and save them time managing accounts with robust tools.
- Cofounded adAlysis in 2013.
 - adAlysis is a sophisticated ad testing and insight platform.

Even more:

- Co-moderator of AdWords forum on Webmaster World since 2004.
- Search Engine Land columnist since 2007.
- Sits on the board for Boost Media.
- Active blogger about PPC and marketing since 2001.
- Technical editor for *Winning Results with AdWords* by Andrew Goodman.
- One of the first Microsoft adCenter Excellence Members and participated in the beta.
- One of the first 100 Google Advertising Professionals.
- Worked with a range of companies that have spent as little as \$17.50 to as much as several million dollars per month.

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