

Become an AdWords Master

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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.

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Increase Your Quality Score

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

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Boost Your Display Advertising

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

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Profitable Testing Techniques

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

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Find Success with Mobile Ads

Master the art of mobile advertising.

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Never Lose a Customer

Remarketing can convert people who abandon your website.

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Proper Account Organization

Create successful account structures to reach your marketing goals.

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Advanced Google AdWords™ Third Edition

Brad Geddes

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

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Advanced Google AdWords[™]

Third Edition

Brad Geddes



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