



Google Adwords For Beginners: Learn How to Advertise, Market Products and Services Effectively Using Google Adwords Ads

Dale Blake

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Imagine a situation where you could advertise your business in a newspaper or magazine and only pay a small amount of money when someone reads your advert. It does not happen in magazines but that is the concept behind Pay-Per-Click in online adverts. Pay-Per-Click is a term that refers to advertising, whereby the advertiser will only pay for their advert when a user clicks on it, rather than just viewing it. Just like any other advertising method, Google AdWords can be optimized to bring more targeted traffic to your website. Methods of optimization range from creating beautiful ads with catchy phrases to keyword optimization.

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