

# The Definitive Guide to

# Google ADWORDS

Learn how to use Google AdWords to grow your business. This book covers everything you need to know to get started with Google AdWords, from choosing the right keywords to creating effective ads. It also includes a chapter on how to track and measure your results.

- **Keywords:** How to choose the right keywords for your business and how to use them effectively.

- **Ad Groups:** How to create ad groups that target the right audience and how to use them effectively.

- **Quality Score:** How to improve your quality score and how it affects your ad position.

- **Conversion Tracking:** How to track and measure your results and how to use the data to improve your campaign.

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# Perry Marshall Definitive Guide To Google Adwords

**Huangqi Zhang**



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axioms work virtually all the time and when you defy one or more of the axioms your marketing results invariably falls short of the mark What s the difference between a rule and an AXIOM A rule is a guideline to follow that has a strong probability of yielding the expected result An AXIOM is an immutable law which can be violated only under the most extraordinary circumstances if at all The value of having these AXIOMS written out for you is I think obvious but in case not let me state it plainly By obeying these AXIOMS and making your promotions conform to them you can substantially improve your marketing results Conversely when you ignore all or even one of these marketing axioms you risk poor results and monetary losses One other advantage of mastering and following these 6 AXIOMS of marketing is that they unlike marketing technology and channels are immutable and do not change over time The same principles of human desire and methods of influence that guided the markets of ancient Greece are still operating today writes Craig Simpson and Brian Kurtz in their book The Advertising Solution In order to get people to do what you want them to do you have to understand what motivates them You also have to know how to prevent yourself and your product to get their interest their trust and ultimately their willingness to call you visit you or send you their money What You ll Learn in The AXIOMS of Marketing Why you should avoid making marketing decisions based on subjective judgment The 25 50 25 rule of testing marketing variables 14 A B split tests worth doing How to make your marketing tests statistically valid Do ads consumers find entertaining outsell other ads The 5 characteristics of winning advertisements Don t underestimate the power of targeted marketing Profiting from the Recency Frequency Monetary formula Understanding demographics Selling to the starving crowd Succeed in internet marketing with the Agora Model 6 ways to take a deeper dive into the mind of your prospect The inverse correlations between lead quality and lead quantity The MAO FU formula for qualifying prospects 8 proven ways to generate more sales leads The importance of calculating lifetime customer value The 5 step Motivation Sequence for more powerful persuasion 31 ways to increase response to your ads 50 ways to increase direct mail response rates 31 ways to increase response to your ads Increase content marketing ROI Coping with Big Data Which is more potent emotion or facts The BDF formula for finding your customer s dominant resident emotion [Convert Every Click](#) Benji Rabhan, 2013-09-23 A holistic approach to conversion rate optimization that encompasses an entire business online and offline to drive more sales and referrals and increase bottom line profits In order for your business to survive you must convert anonymous traffic into sales The better you do that the more money you make The science of tweaking and testing webpages to convert the maximum number of people is known as conversion rate optimization CRO Convert Every Click introduces an expanded vision of CRO that the author Benji Rabhan calls holistic conversion rate optimization Internet technology and innovation have changed the way you should be optimizing your business your marketing and your websites The book looks at the psychology behind this new way of optimizing an entire business for more profits It examines how your website plays a role in your overall business strategy and details how to use CRO psychology and strategies to increase profits Teaches proven strategies for increasing

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