



Ultimate Guide to Google AdWords: How to Access 100 Million People in 10 Minutes

Perry Marshall, Bryan Todd

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Never before in the history of advertising has it been possible to spend five bucks, write a couple of ads and get instant access to more than 100 million people in 10 minutes. But that's exactly what Google AdWords does. It's an awesome concept-but you can lose a bundle if you don't know how it works.

Learn how to:

- Build an AdWords campaign from scratch
- Identify keywords that entice people to click on your ads
- Get the lowest bid prices on your keywords
- Defeat click fraud and other scams
- Use search engine optimization techniques
- Turn clicks into customers

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