



Ultimate Guide to Pay-Per-Click Advertising (Ultimate Series)

Richard Stokes

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Millions compete for exposure on Google and Bing but 99% of them fail to get results.

As the founder of leading digital intelligence firm AdGooroo, search advertising authority Richard Stokes is in a unique position to reveal what's going wrong and provide solutions to fix it.

Using proven strategies from today's search advertising elite, discover how to drive significantly more traffic to your site, dramatically increase click-through rates, steal impressions from competitors, boost your conversions, and increase your sales by unbelievable amounts.

Since the previous edition, there have been a number of revolutionary changes in paid search. First, we are increasingly searching from our cell phones rather than desktop computers. Second, Google is no longer the only game in town. Bing now accounts for 30 percent of all U.S. searches. Finally, "search extensions" have become a powerful new technique you can use to collect phone numbers and email addresses with your ads, limit your ads to certain times of day, deliver coupons to nearby customers, and even provide handy "call me" buttons that are displayed only on cell phones. In this new edition, Stokes details all this and more.

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Elaine Rode:

People live in this new moment of lifestyle always aim to and must have the free time or they will get lot of stress from both way of life and work. So , if we ask do people have free time, we will say absolutely of course. People is human not a robot. Then we request again, what kind of activity do you have when the spare time coming to you of course your answer can unlimited right. Then do you ever try this one, reading guides. It can be your alternative inside spending your spare time, typically the book you have read will be Ultimate Guide to Pay-Per-Click Advertising (Ultimate Series).

Ardith Bobo:

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Jordan Miller:

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