



## Google AdWords Gotchas Five ways AdWords wastes your money, and how to avoid them.

By Jason McDonald

Paperback. Condition: New. 61 pages. AdWords is Like Alcohol! Friends don't let friends drive drunk, and friends don't let friends advertise on AdWords without understanding the five Gotchas hidden in Google AdWords. AdWords Gotchas: an INDEPENDENT Guide to Google AdWords. Did you know that you may be wasting money - a LOT OF MONEY - right now by hidden gotchas inside of AdWords? Gotchas are mistakes, errors, and omissions that lurk within the AdWords interface, often tripping up novice advertisers and causing them to waste money needlessly. This book will teach you how to avoid the five hidden Gotchas of Google AdWords: namely - KEYWORD MATCH TYPES - the difference among exact, phrase, broad, modified broad, and negative keyword match types as well as the danger of the broad match type itself. THE DISPLAY NETWORK - why the Display Network should be generally avoided, even though it is the DEFAULT setting on Google AdWords. ENHANCED CAMPAIGNS - Google's new Enhanced Campaigns enhanced Google's revenue, often to the detriment of the novice advertiser. POORLY WRITTEN ADS - ads should ATTRACT customers and REPEL tire-kickers, despite the impact that may have on your so-called Quality Score. FAILURE TO CONSIDER ALTERNATIVES - AdWords is NOT the...



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