



Pay-Per-Click Search Engine Marketing: An Hour a Day

By David Szetela, Joseph Kerschbaum

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The complete guide to a winning pay-per-click marketing campaign

Pay-per-click advertising—the "sponsored results" on search engine results pages—is increasingly being used to drive traffic to websites. Marketing and advertising professionals looking for a hands-on, task-based guide to every stage of creating and managing a winning PPC campaign will get the step-by-step instruction they need in this detailed guide.

Using the popular *An Hour A Day* format, this book helps you avoid the pitfalls and plan, develop, implement, manage, and monitor a PPC campaign that gets results.

- Successful pay-per-click campaigns are a key component of online marketing
- This guide breaks the project down into manageable tasks, valuable for the small-business owner as well as for marketing officers and consultants
- Explains core PPC concepts, industry trends, and the mechanics that make a campaign work
- Shows how to perform keyword research, structure campaigns, and understand campaign settings and various pricing models
- Discusses how to write ads, develop and test landing pages, use ad groups, and leverage Google's content network
- Covers launching a campaign, bidding for position, monitoring, gathering results, and interpreting and acting on the data collected

Pay-Per-Click Search Engine Marketing: An Hour a Day provides the tools to make the most of this important marketing method.

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Editorial Review

From the Back Cover

Craft, Implement, and Measure Winning PPC Campaigns

Praise for Pay-Per-Click Search Engine Marketing: An Hour a Day

"Szetela and Kerschbaum have crafted a comprehensive how-to manual that should be on every marketer's bookshelf. Read it to understand the phenomenon that's moving from the search results pages to hot social media properties like Facebook and LinkedIn."

—John Sculley, Venture Partner, Rho Ventures; former CEO, Apple Computer and Pepsi; and author of *??Odyssey*

"David Szetela has earned an enviable reputation as a no-nonsense teacher and practitioner of pay-per-click advertising. This book reduces this complex topic into simple, daily practices that bring more customers with superior return on your investment. This book includes advanced techniques and concepts that 90% of your competition has never seen."

—Perry Marshall, author of *??The Ultimate Guide to Google AdWords*

"David Szetela is like a mad genius of paid search, uncovering an enormous breadth of specific techniques you should be applying to your direct response marketing efforts. Unlike most mad geniuses, there is a remarkable clarity to David's writing."

—Andrew Goodman, President of Page Zero Media and author of *Winning Results with Google AdWords, 2nd Edition*

"David Szetela does a wonderful job in covering all aspects of creating an effective and efficient pay-per-click program. His book is likely to become a classic in the field."

—Al Ries, coauthor of *War in the Boardroom??and??Positioning: The Battle for Your Mind*

A Step-by-Step Guide

This detailed resource helps you develop, implement, measure, and manage successful pay-per-click ad campaigns by following a smart, proven, hour-a-day plan for success. The expert authors help you learn PPC basics and employ savvy strategies for everything from positive and negative keywords to click pricing, ad testing, conversion tracking, and more.

- Understand the basics of the PPC machine—the auction model, ranking algorithms, and what happens after viewers click
- Make sure you're competition-ready with great ad copy and optimized landing pages
- Master the tactics of bidding for position and for keywords, then launch your campaign and monitor results
- Explore the art and science of pay-per-click advertising and see why content and search advertising complement each other
- Set dates and budgets, research your competitors' keywords, define your own, and set up Google Analytics
- See how to leverage Google's content network to make your strategy a success
- Go mobile with targeted search and content for mobile devices
- Understand the differences in the Big Three search engines—Google, Yahoo!®, and Microsoft Bing—and

how they affect your campaign

- Gather, interpret, report, and act upon the data you collect from your campaign
- Download useful templates and tools from the book's official site

You'll also find:

- Advanced tips and techniques for the AdWords Editor
- Real-world "From the Trenches" case studies that illustrate successes to learn from and mistakes to avoid
- A step-by-step introduction to Facebook PPC ad creation, targeting, and reporting

About the Author

Online advertising expert David Szetela is owner and CEO of Clix Marketing, one of the few agencies that specializes exclusively in pay-per-click (PPC) advertising. His PPC articles have been published in MediaPost, Search Engine Watch, Search Engine Land, MarketingSherpa, and on his company's blog (www.clixmarketing.com/blog). He is the Principal PPC Editor of the paper and online publication SEMJ.org and the PPC expert faculty member for the online certification company Market Motive. He is also a frequent speaker at such industry events as Search Engine Strategies, SMX, PPC Summit, and ad:tech. He also hosts a weekly radio show called PPC Rockstars that is distributed by Webmasterradio.fm and iTunes. Joseph Kerschbaum has optimized thousands of PPC campaigns and is Director of Client Services at Clix Marketing. He has written hundreds of articles on paid search advertising for numerous industry blogs, and he is a regular contributor to Website Magazine and Search Engine Land.

Users Review

From reader reviews:

Barbara Corbin:

Have you spare time for the day? What do you do when you have a lot more or little spare time? Yes, you can choose the suitable activity with regard to spend your time. Any person spent their own spare time to take a walk, shopping, or went to often the Mall. How about open as well as read a book entitled Pay-Per-Click Search Engine Marketing: An Hour a Day? Maybe it is to become best activity for you. You realize beside you can spend your time together with your favorite's book, you can more intelligent than before. Do you agree with the opinion or you have some other opinion?

Ashley Wright:

This Pay-Per-Click Search Engine Marketing: An Hour a Day tend to be reliable for you who want to be described as a successful person, why. The reason why of this Pay-Per-Click Search Engine Marketing: An Hour a Day can be one of many great books you must have will be giving you more than just simple reading through food but feed you actually with information that perhaps will shock your earlier knowledge. This book is definitely handy, you can bring it all over the place and whenever your conditions in e-book and printed types. Beside that this Pay-Per-Click Search Engine Marketing: An Hour a Day giving you an enormous of experience for instance rich vocabulary, giving you tryout of critical thinking that could it useful in your day task. So, let's have it and luxuriate in reading.

Laree Drummond:

A lot of people always spent their very own free time to vacation or even go to the outside with them family or their friend. Were you aware? Many a lot of people spent that they free time just watching TV, or playing video games all day long. If you wish to try to find a new activity here is look different you can read the book. It is really fun for you. If you enjoy the book which you read you can spent the whole day to reading a guide. The book Pay-Per-Click Search Engine Marketing: An Hour a Day it doesn't matter what good to read. There are a lot of people that recommended this book. These folks were enjoying reading this book. In the event you did not have enough space bringing this book you can buy the particular e-book. You can m0ore quickly to read this book from a smart phone. The price is not very costly but this book features high quality.

June Ortiz:

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