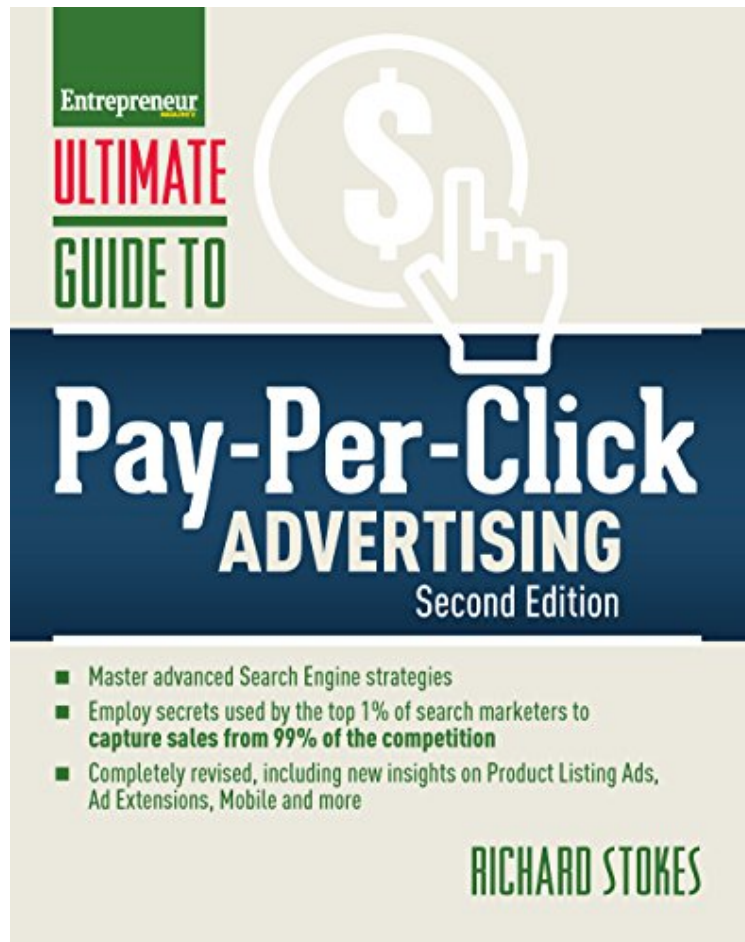


Ultimate Guide to Pay-Per-Click Advertising (Ultimate Series)

Richard Stokes

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Richard Stokes : Ultimate Guide to Pay-Per-Click Advertising (Ultimate Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ultimate Guide to Pay-Per-Click Advertising (Ultimate Series):

18 of 20 people found the following review helpful. A solid primer, but highly promotional...By Audio Maven This book is a solid primer for Adwords (why it doesn't say Adwords in the title of the book is an amazing oversight), as it offers basic advice on the core facets of running a campaign. It is well written, and gives some very good advice. It is NOT, however, very in depth and does not give the exact advice/details that you will need to really get into the meat of a full blown campaign. But that doesn't mean that this book is not a great read. It was extremely helpful. My only real complaint is how the book constantly promotes the author's Adgooroo service. At times I felt that in stead of teaching me more about how to track and calculate for a campaign I was instead sold on how I should just pay for Adgooroo instead. Some parts of the book boarder on infomercial quality promotion for the product. And this I felt was over the line, and I hope the author is wise enough to tone this down and replace it with more in depth non-paid advice in future revisions of this book. That aside, it IS a helpful read and helped get me started on the right foot. But I highly

recommend picking up one of the "advanced" Adwords books after you finish reading this. 25 of 28 people found the following review helpful. Original ideas and approaches
By Paul Isaac I'm a full time pay-per-click advertiser and have been for the past 4 years. I read most of the books on the subject, but in essence they all say pretty much the same thing. Not Richard Stokes. You will find original ideas and approaches here which you won't find in any other book about paid search. I read the first edition when it came out. This second edition is considerably updated and I especially appreciated his views on mobile and on enhanced campaigns. I don't know anywhere else that I'm going to get that kind of information. Having said that, I don't agree with everything he says, he misses a few things which suggest to me he isn't that hands on with AdWords any more, and why no mention of remarketing? Nevertheless, the bottom line is that you're going to learn a lot from this book. Even if you're an experienced hand. If you are a beginner, I would suggest, to start with one of the other books, say the Perry Marshall one, and then move onto this when you've got a bit of practice under your belt.
0 of 0 people found the following review helpful. You have to be careful with purchases like this, you need to know when it was ...
By Thom You have to be careful with purchases like this, you need to know when it was published and if the information is still current. It was helpful but some of the information was no longer relevant.

Millions compete for exposure on Google, Yahoo!, and Bing, but 99% of them fail to get results. As the founder of leading digital intelligence firm, AdGoroo, search advertising authority Richard Stokes is in a unique position to reveal what's going wrong and provide solutions to fix it. Since the publication of the first edition, there have been a number of revolutionary changes in paid search. First, we are increasingly searching from our cell phones not just desktops. Mobile search now accounts for 15% of searches in the US (up from ~0% in 2009). Second, Google is no longer the only game in town. Bing now accounts for 30% of all US searches and is growing in importance worldwide. Finally, Search Extensions have become a powerful new technique that search advertisers can use to gain an edge on the competition. With them, advertisers can collect phone numbers and email addresses with their ads, limit their ads to certain times of day, deliver coupons to nearby customers, and even provide handy call merdquo; buttons that are displayed only on cell phones. In this new edition, Stokes details all this and more, providing information exclusive to this guide and of priceless value to its more advanced search audience. With insider insight from Stokes and using proven strategies from today's search advertising elite, paid search advertisers discover how to drive significantly more traffic to their site, dramatically increase click-through rates, steal impressions from competitors, boost their conversions, and increase their sales by unbelievable amounts.

Wherever you are in your pay-per-click journey and your evolution as an entrepreneur or marketing professional, I wish you the very best of success. You've already done more than most people will do: You've picked up an excellent book by a world-class expert. So you deserve it. Now, sit at Richard's feet and hear what wisdom he has to share.
Perry Marshall, author of Ultimate Guide to Google AdWords and 80/20 Sales and Marketing This book reveals the inner workings of the search ad networks without using tea leaves and crystal balls. Instead, it focuses on the few strategic metrics that make a difference, and backs them up with valid data from real campaigns. It's the first book I've read that made me feel I could take data-driven action to improve my search advertising campaigns. Most importantly, I now know something that other search marketers don't.
Brian Massey, author of Your Customer Creation Equation This is required reading for any online marketer who wants to be in the 1% of successful search engine marketers. What Richard says is right on the money and has led my own clients to realize 3X to 5X sales growth in a matter of months on mature campaigns that had been 'optimized' and managed previously by other agencies.
Kevin Milani, VP of Digital Marketing, Virtual Marketing Staff LLC Brilliant insights. Advanced material. Don't think, just buy it. Rich is one of those guys that makes you sit up and listen closely. His knowledge of the data behind AdWords is quite literally unparalleled (outside a few people in Google. Maybe.). He digs in deep and makes you smirk in awe at the clever ways all that data can help you improve your account. A must read.
Mike Rhodes, CEO, WebSavvy.com.au This book guides you to build a quality campaign from the ground up to compete on the highest level.
Ping Jen, Product Manager, Bing Ads The title of this book isn't pulling any punches; it really is the "ultimate guide" to pay-per-click advertising. Whether you're just getting started with PPC or if you're an old Pro, this book is not only "ultimate" but it is also essential. Each chapter is filled with timeless information that can serve as the bedrock of your PPC campaign foundation. The strategies in this book will improve your PPC performance and ultimately grow your business. This content will deliver value for years to come. Your ROI on buying this book is off the charts!
Joseph Kerschbaum, Midwest Account Director, 3Q Digital Just buy this one. Stokes writes the one PPC book to own in 2014. Great for beginners, required reading for those in the know. Up-to-the-moment fresh for 2014.
Rob Sieracki, Co-founder, Ox Optimal PPC Consultancy If you or anyone on your team needs to learn or get refreshed with the fundamentals of paid search marketing, this is the book for you. Clean, simple, and very actionable.
Rob Griffin, EVP, Havas Media