



# Ultimate Guide to Google Ad Words, 2nd Edition: How To Access 100 Million People in 10 Minutes

*Perry Marshall, Bryan Todd*

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### Double Your Web Traffic—Overnight!

Google gets searched more than 250 million times every day—creating an unbelievable opportunity to get your business in front of thousands every minute...IF you know what you're doing.

Google AdWords experts Perry Marshall and Bryan Todd uncover the fundamentals, techniques, tools, and tricks that Google should teach you, but doesn't. Learn how to build an aggressive campaign from scratch, increase your search engine visibility, consistently capture clicks, double your website traffic, and increase your sales! No other guide is as comprehensive or current in its coverage of today's fastest, most powerful advertising medium.

Learn how to:

- Build a powerful, streamlined campaign from scratch
- Develop high quality keyword lists
- Write killer advertising and website copy that gets clicks
- Get your ads in front of the best audience possible
- Keep your ads showing up with high quality scores
- Triple your traffic with site-targeted AdSense and Google image ads
- Earn high rankings in Google's organic search results
- Slash your bid prices
- Gain more conversions and sales
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