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# Google Advertising Fundamentals Exam Study Guide

**Jin-Ying Zhang**



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*The Complete Guide to Google AdWords* Larisa Lovelady,2011 Written for business owners who want to market and promote their business through search and content advertising this guide explains how to research keywords how to choose a niche in which market how to sign up for AdWords and how to begin posting ads It also explains how to become Google AdWords certified and work as a Google AdWords consultant Part 1 explains basics of the Google AdWords program and helps readers determine how Google AdWords can work best to increase their revenue Part 2 walks through establishing

a Google AdWords account and part 3 tells how to measure effectiveness how to work with Google Business Solutions and how to explore other Internet advertising options The book includes case studies examples worksheets and quizzes plus a list of websites Lambert is a consultant in advertising and marketing

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of both traditional and digital marketing roles including key job responsibilities and an insider view of the day to day realities of the job The pros and cons of each role is also described along with key success criteria salary information a typical career path as well as guidance on how to land one s first job Publisher description

**Google Advertising Advanced Search Exam Prep Guide for Adwords Certification** Keith Penn,2014-01-24 Last revised in December 2015 this guide prepares you to pass Google s Advanced Search Exam on the first try It s the second step to become AdWords Certified in Search If it s on the test then it s in this guide Every question the author has seen on real tests can be answered with the material It presents just what you need to know Praise for the SearchCerts com Exam Prep Series Explains all angles of the certification from benefits to the way Google handles its partners Andrew Kobylarz Account Executive Reminds me of the strong test preps I did for my GMAT Jordan Bell Marketing Manager Bottom line Get this book if you have some basic hands on knowledge of AdWords and you are looking to pass the AdWords test and join the Google Partner Program Elie Orgel SEO Director This digital marketing credential is held by those with job titles like PPC Analyst Account Executive Online Media Buyer Search Supervisor Search Engine Specialist Demand Generation Analyst Search Engine Marketing Manager Online Advertising Manager PPC Manager Client Manager and maybe most commonly Account Manager Jobs sales and career promotions are awarded to those with the AdWords qualification who can be trusted to optimize search engine marketing campaigns This guide shortens the time and experience it takes to get certified

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