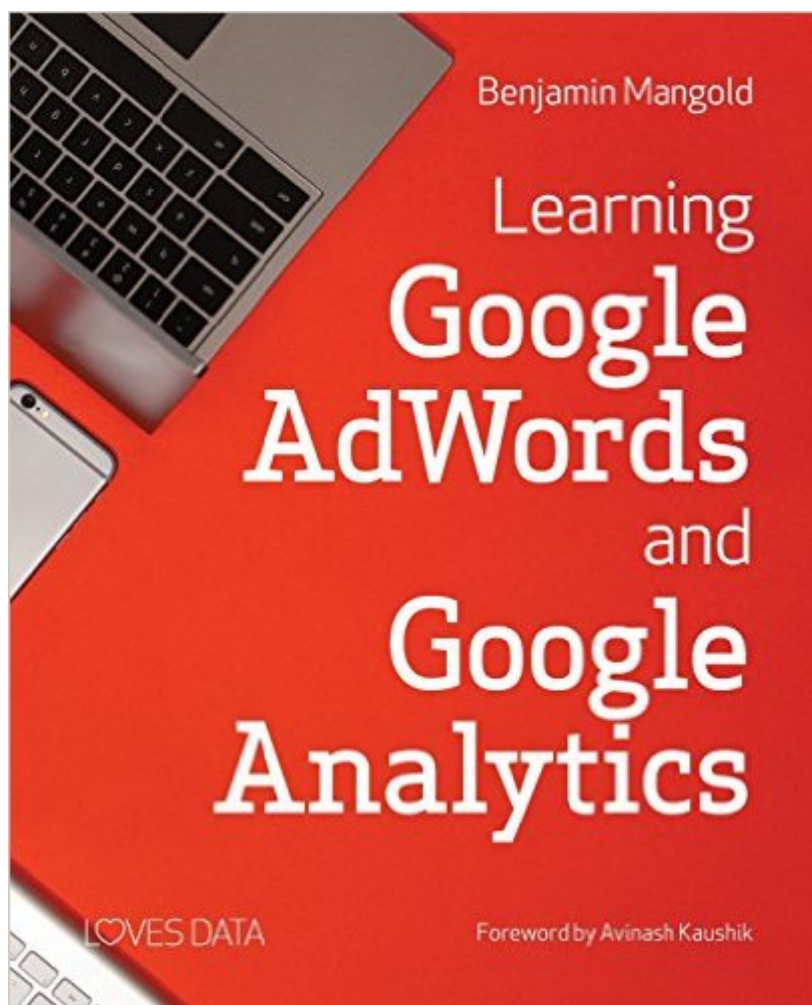# Learning Google AdWords And Google Analytics

Synopsis

Learning Google AdWords and Google Analytics is going to launch and advance thousands of successful careers in digital advertising and digital analytics around the world. Learn from an expert who designs and presents hundreds of courses, including courses for Google.Internationally recognised educator, digital course designer, consultant and conference speaker, Benjamin Mangold, shares his passion, experience and knowledge of real life campaigns and customers. Learn from an expert who cares and knows how to share.

Book Information

Paperback: 480 pages

Publisher: Loves Data; 1 edition (September 8, 2015)

Language: English

ISBN-10: 0994390408

ISBN-13: 978-0994390400

Product Dimensions: 7.5 x 1.1 x 9.2 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 starsÂ Â See all reviewsÂ (16 customer reviews)

Best Sellers Rank: #199,559 in Books (See Top 100 in Books)   #10 inÂ Books > Computers & Technology > Web Development & Design > Website Analytics   #912 inÂ Books > Computers & Technology > Internet & Social Media

Customer Reviews

Whether you're a novice, an expert, or somewhere in between, this book is an invaluable guide to using Google Analytics and AdWords. It provides plenty of actionable tips and "how to" information. I use it as a reference guide, and it's quickly become a staple of my daily toolkit.Benjamin Mangold has distilled the most important features of two great products, assembled them in an easy to find format, ands provided plenty of links to outside knowledge sources throughout the publication.

The author understands the importance of Adwords working in conjunction with Analytics. Without Analytics, Adwords is limited. This book shows you how to use both together to get the most out of your Adwords advertising dollars. A must read.

In this book you can find lots of information, but most of it useful for new guys in AdWords or Analytics. I am working with Google AdWords and Analytics 4 years so this book is not very good,

but still i found some new information and tips. Recommending this book for Google AdWords and Analytics starters or middle level specialist.

Fantastic guide to these two digital marketing essentials. I have a fairly extensive knowledge of both but was able to extract a number of gems out of this book. It is very well written and easy to understand for the novice all the way through to an expert. Highly recommended!

A great resource for anyone wanting to understand how to use Google Adwords and Google Analytics. It doesn't matter whether you're an experienced user, or just a novice, Ben's writing style caters for all levels of experience. A must for all users to understand the power of Google on your business and help you unlock your marketing potential. Highly recommend!

This book was the main reason why I got my job,I don't think there is a better way to praise this book.Comprehensive and very well structured. Benjamin Mangold has done a great job in putting together all this information in a way that makes sense and is easy to understand.Thank you

This huge book on Google Ad words and analytics is everything you will need to master this subject.Benjamin Mangold did a very complete and thorough work here!

Everything in one place!

Download to continue reading...

Learning Google AdWords and Google Analytics Google Classroom: The 2016 Google Classroom Guide (Google Classroom, Google Guide, Google Classrooms, Google Drive) Your Google Game Plan for Success: Increasing Your Web Presence with Google AdWords, Analytics and Website Optimizer SEO: How to Get On the First Page of Google (Google Analytics, Website Traffic, Adwords, Pay per Click, Website Promotion, Search Engine Optimization) (Seo Bible Book 1) Adwords Cheat Sheets: 18 Top Tips to Improve Your Adwords Advertising Google Analytics in Pictures: A quick insight into Google Analytics: ideal for service based business owners and marketing professionals Getting Started with Google Analytics: How to Set Up Google Analytics Correctly from the Beginning 42 Rules for Applying Google Analytics: 42 Rules for Applying Google Analytics Learning: 25 Learning Techniques for Accelerated Learning - Learn Faster by 300%! (Learning, Memory Techniques, Accelerated Learning, Memory, E Learning, ... Learning Techniques, Exam Preparation) 42 Rules for Applying Google Analytics: A practical guide for

understanding web traffic, visitors and analytics so you can improve the performance of your website Practical Google Analytics and Google Tag Manager for Developers SEO: SEO Marketing - Learn 14 Amazing Steps To Search Engine Optimization Success On Google! (Google analytics, Webmaster, Website traffic) Learn: Cognitive Psychology - How to Learn, Any Skill or Subject in 21 Days! (Learn, Learning Disability, Learning Games, Learning Techniques, Learning ... Learning, Cognitive Science, Study) Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business Leveraging the Power of Data Analytics, Data Science, ... (Hacking Freedom and Data Driven Book 2) R for Everyone: Advanced Analytics and Graphics (Addison-Wesley Data and Analytics) Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) R for Everyone: Advanced Analytics and Graphics (Addison-Wesley Data & Analytics Series) Web and Network Data Science: Modeling Techniques in Predictive Analytics (FT Press Analytics) Building a Digital Analytics Organization: Create Value by Integrating Analytical Processes, Technology, and People into Business Operations (FT Press Analytics) Adobe Analytics Quick-Reference Guide: Market Reports and Analytics (formerly SiteCatalyst)