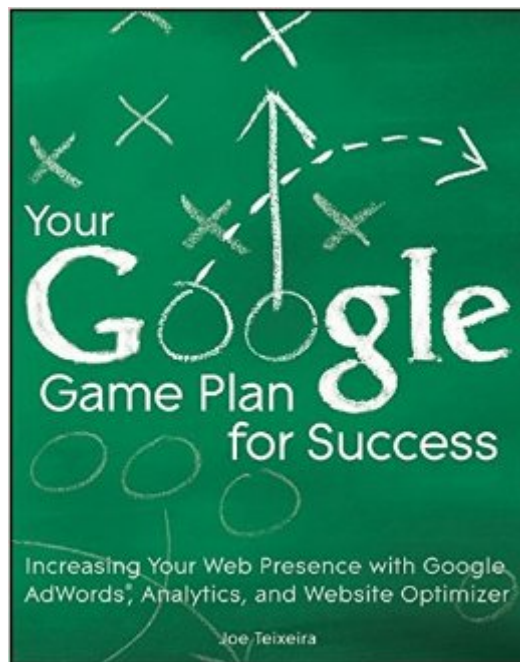


The book was found

Your Google Game Plan For Success: Increasing Your Web Presence With Google AdWords, Analytics And Website Optimizer



Synopsis

Get the most out of Google's trifecta of tools and optimize your Web presence! Savvy marketers are always searching for new ways to attract and keep online customers. Google's array of online tools plus the techniques and tips in this expert guide help you unlock the mystery of doing business in the digital age. Learn the basics of Google AdWords, Analytics, and Website Optimizer and then discover how to use this powerful trifecta together to help you track, extract, and analyze data and make necessary changes. Topics include cost-per-click advertising, conversion tracking, how to apply what you're learning, and much more. Brings you up to speed on Google AdWords, Analytics, and Website Optimizer Shows how to use each tool individually and then together as a powerful trio to track, analyze, and optimize your Web presence Topics include the basics of CPC (cost per click) and how to use Google's Ad Planner, the AdWords Editor, and conversion tracking Covers how to install tracking code in your Web site, what reports are available and how to use them, testing, applying what you learn, and much more Start increasing ROI, online sales, and web site traffic quality with Google tools and the insights and techniques in this expert guide.

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Customer Reviews

Google AdWords can be a powerful addition to your marketing strategy, but a confusing one. Teixeira's book is a good introduction to AdWords, but overwhelms with details and underwhelms with strategy. He does, however, a good job leading us step-by-step through AdWords as a software platform. The book does not have enough information or guidance on keyword strategy,

how your ads should interface with what you as a company sell or do. Nor is it connected to your SEO strategy, yet these things should work together. On a technical level, I was disturbed by the discussion on 'broad match.' 'Broad match' is often misunderstood by most of my clients; putting in 'dog boarding' may yield results not just for the words 'dog' and 'boarding' but also 'puppy' 'animal' and even cat. Few seems to get this, and Teixeira doesn't tell you this hugely important point, nor how to find out the true keyword matches once you are running. I have had many clients waste thousands of dollars on broad match! Strategically, the most important issue I teach students in my classes on SEO and Social Media (Google Jason McDonald to find me), is that AdWords should be part and parcel of your SEO strategy - get what you can get for free, first, and build AdWords on top of it. This book doesn't embed AdWords into a strategic perspective; for that you are on your own. So in sum, it's a good book on AdWords, but not a great book, and it won't make my shelf of recommendations for my students in AdWords and SEO, either online and in San Francisco.

The challenge with the new interactive department is you have to span multiple disciplines with a lean staff. While each person has their own expertise, everyone needs to understand the user cycle. Search, Analytics and Website User Testing are three different beasts altogether but they are inextricably linked. This is a mandatory read for any one in my department. The author starts broad in each section and then gets very specific. Experts in each discipline can still learn some new tricks, but the benefit is really for those people in cross functions. I came into this book very learned in AdWords, intermediate skill in Analytics and very little knowledge in Optimizer. I found each section had tons of actionable info. At the end of the book the author spends time talking about how to put these tactics within an overall strategy. Executing the game plan is the tough part. All the head knowledge in the world doesn't mean a thing if it doesn't fit into the high paced, campaign oriented world that is the interactive department. The last few chapters under the heading of execution bring these three pieces of the pie together. Great book. Keep them coming!

Technology changing at the speed of light has left this one time relevant book in the dust. After trudging through the first 83 pages I am about to dispose of this book indefinitely. It's still 2011 as I write this, less than 2 years since published. So much has changed on Google Adwords in the last year that it is very difficult to compare what the author has written with what is actually displayed on Adwords. Save your money and frustration by purchasing a more up to date book. Also, if you are looking for a good way to optimize your campaigns don't waste your money here. You will learn more just by reading Google Adwords Help on their site.

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