



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

Richard Stokes

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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, AdGooroo, 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 me” 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.



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