

Title:

Creating A Cost-Effective Google Adwords Search Engine Ad Campaign

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535

Summary:

Pay-per-click ads like those available through Google Adwords can be a powerful, regular source

Many entrepreneurs fail to take advantage of Google's mechanisms for making sure that their se

Keywords:

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Article Body:

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Don't let it happen to you! Use these tips to keep your costs down and your rewards high.

1. Eliminate countries and languages that do not match what you offer. For instance, if you se

2. Activate Google's ad tracking. It costs you nothing, and enables you to keep an eye on not

3. Set up negative keywords. If your goal is selling something, why pay for tire kickers and f

Equally important, think through alternate and unwanted meanings of your keywords and add nega

4. Delete keywords and ads that are not working. Because Google's system rewards a better clic

5. Send people to a landing page that makes perfect sense. People click on search engine ads t

When you manage your Google Adwords campaigns according to these guidelines, you'll be paying

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