

Title:

Getting Googly - A Quick Introduction To Google Adwords

Word Count:

384

Summary:

You have most likely seen Google AdWords, even if you don't realize it. It's that list of sponsored

So what is Google AdWords?

Google Adwords is simply an online advertising solution that companies who have a web presence

At-a-glance:

1. Google sells the s...

Keywords:

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Article Body:

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At-a-glance:

1. Google sells the space along the top and sides of their search engines to site owners interested

2. Site owners bid on keyword(s) that relate to what they have to offer.

3. When people perform a search on Google using that keyword(s), the site owners' ads display

How Will Google Position Your Ad?

One of the things that set Google AdWords apart from their competitors is the way they rank their

With AdWords, the amount you bid is only one factor. Google also takes into account the relevance

Writing Effective Ads for Google

Frank Travisano, president of <http://Linkateer.com>, a leading Search Engine Optimization company

Travisano advises, "Target your market as specifically as you can." In other words, if you have

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