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## The Google Adwords Survival Guide: How to Keep Your Head Above Water, Outsmart Your Competitors, Prevent Bleeding Budget and Grow Your Local Business with Google Adwords

By MR Steven Michael Teneriello

Anchor House Media, United States, 2015. Paperback. Book Condition: New. MS Julia Donigian (illustrator). 214 x 149 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Hundreds of companies in your local area, including yours, are competing for pivotal exposure on search engines like Google, but only a select few are playing the pay-per-click game correctly. Google AdWords is the epitome of sink-or-swim advertising - you either win or you lose. The odds are stacked against you from the start, and it's not your fault. In fact, 97 of small businesses fail at gaining any consistent momentum with Google AdWords. And this book can be your lifesaver! There has never been a greater opportunity to seize control of your advertising strategy and make every penny count towards bringing in new customers, client or patients. There are now more tools and technology at your disposal to help you reach your ideal customers and generate high quality leads from targeted ad campaigns. With more than one million leads under his belt and over a decade of experience managing advertising budgets both large and small, lead generation and conversion expert Steve Teneriello walks you through his playbook in what he...



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