

# The Truth About Pay-Per-Click Search Advertising



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In this book, world-renowned search marketer Kevin Lee brings together more than 50 absolutely crucial facts and insights marketers and entrepreneurs must know to successfully use pay-per-click search advertising to sell any product or service. The Truth About Pay-Per-Click Search Advertising doesn't deliver abstract theory: it delivers quick, bite-size, just-the-facts information and plain-English explanations businesspeople can actually use, no matter what business they're in - consumer or B2B. Readers will learn how to improve targeting...manage to maximum profit and ROI...get the right measurements, and use them effectively...utilize search to build brands, not just sell products...improve conversions...avoid click fraud...make the most of analytics...go beyond "getting top position"...and much more. Lee also presents a complete glossary that demystifies the search industry's enormous array of hard-to-understand jargon. Unlike some competitive books, this one's simple to read, simple to use, up-to-date, and complete: it's the only guide to search marketing that today's businesspeople will ever need!

作者介绍:

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