

Google Adwords Study Guide

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AdWords is an advertising system based on an auction model. Every time a user enters a search query, the AdWords system runs a new auction to decide which ads to show and where to put them. There are two networks within AdWords; the Search Network and the Display Network.

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The Complete Guide To Google AdWords. This course on Udemy discusses AdWords in an easy-to-understand manner ideal for beginners. The 2.5-hr training program starts from the basic "What is AdWords?" with the end goal of enabling students to create their own AdWords campaign. Screenshot from Udemy course teaser. Google AdWords Training and Tutorials

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Google AdWords is an advertising system developed and managed by Google where advertisers or business owners bid on certain keywords that are relevant to their business to generate an advert for their goods and services. Online businesses benefit immensely from choosing to place their adverts on Google AdWords. Apart from the fact that Google AdWords drive relevant traffic to your website, the adverts are flexible.

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Google introduced Google Adwords (now Google Ads) 20 years ago in 2000. Yet, the essence of Google Ads has not changed in the last two decades. Google has become a staple of the marketing community. You can see how Google's ad revenue has increased since 2001 in the following chart by Statista:

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STEP- 1

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