

advanced google adwords 2017 pdf

- [Instructor] If you're a campaign manager, the latest advanced features on Google AdWords are cutting-edge tools and they will help your business compete at a totally different level. My name is Adriaan Brits and I'm a digital marketing specialist working with companies all over the world.

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explore the advanced techniques for developing high impact AdWords/ PPC campaigns to effectively expand your account. We examine what makes for successful keyword optimization, attribution models, bidding strategies, and using Google Analytics effectively to vastly improve your AdWords campaigns. By the end of the course you will feel

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