



## Das Buch zu Google AdWords (German Edition)

*Ingemar Reimer*

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# Das Buch zu Google AdWords (German Edition)

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## **Das Buch zu Google AdWords (German Edition)** Ingemar Reimer

Jeder, der schon einmal mit Google gesucht hat – also wirklich jeder –, hat sie bereits in seinen Suchergebnissen gesehen: die kleinen Anzeigen über dem Text und in der rechten Spalte. Diese Anzeigen werden von Unternehmen mit Hilfe von Google AdWords geschaltet, und zwar immer passend zur Suchanfrage. Google AdWords sind meist preiswert, aber enorm effektiv. Ein weiteres Plus: Beim Einsatz von Google AdWords kann genau nachvollzogen werden, wie oft eine Anzeige in den Suchergebnissen gezeigt und wie oft sie angeklickt wurde. Aus diesen Gründen sind sie für das Online-Marketing fast jedes Unternehmens, jeder Organisation und jedes Selbstständigen zu empfehlen. Alle, die Google AdWords strategisch sinnvoll einsetzen möchten, führt der zertifizierte Google AdWords-Experte Ingemar Reimer Schritt für Schritt und sehr praxisnah durch das Programm.

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