

Build Market Your Business with Google: 25 Tools to Googlize Your Business and Save You (Paperback)



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Reviews

The book is great and fantastic. It is written in straightforward words and phrases rather than difficult to understand. You won't really feel monotony at any time of your respective time (that's what catalogues are for regarding should you question me).

(Payton Miller)

BUILD MARKET YOUR BUSINESS WITH GOOGLE: 25 TOOLS TO GOOGLIZE YOUR BUSINESS AND SAVE YOU (PAPERBACK)

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Global Digital, United Kingdom, 2013. Paperback. Book Condition: New. 2nd edition. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.How can your business make the most of the vast array of tools that Google has to offer? There is no doubt that we have a massive reliance on Google for our entire online experience. People worldwide are googling more than a billion times a day to find information, but Google is not just the world's number one search engine. It offers a raft of services from the familiar YouTube to others you may not know about. Let Gabriela Taylor, an online marketing pro certified in AdWords and Analytics, save you time and money by explaining everything Google has to offer and how to take advantage of it. You'll learn how to: Set up for Success with Google's Productivity Tools: Gmail, Calendar, Docs, Drive Chrome Gather Internet Intelligence: Keyword Planner, Google Suggest, Related Searches, AdPlanner, Finance Google Trends Establish an Online Presence: Blogger, Sites, Wallet Shopping Understand the Power of SEO and the Keys to Findability Expand an Online Presence and Interact with Your Community: Google+, YouTube News Grow Your Business with Paid Advertising: AdWords Monetize Your Content: AdSense Feature On Daily Deals: Google Offers Monitor Brand, Industry and Competitors: Google Alerts Track, Measure and Improve: Analytics Webmaster Tools The amount of information about utilizing Google that this book contains is amazing, says one reviewer. This is the be-all-end-all guide for business owners, both small and large, in terms of how to use Google to your advantage and build up your site. It contains everything from how to set up pay-per-click ads, how to get featured as a Daily Deal, and how to expand your business through targeted ads and interaction with...



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