

Google Adwords Study Guide For Certification

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Google's study guides are helpful for everyone, including beginners. The fundamental guide starts with a "What is Adwords?" topic and goes on to discuss how to use AdWords. Regardless if you will take the certification or not, these study guides are a great way to start learning about AdWords. Preparation Tip #2: Write your own notes

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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: Find more statistics at Statista

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on a regular Google search results page, without accruing extra impressions for your ad and affecting your campaign statistics. To perform a test search with the Ad Preview tool: 1. Visit <https://adwords.google.com/select/AdTargetingPreviewTool> 2. Enter a keyword 3. Enter the domain where you set your ads to show, such as google.com or google.fr 4.

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