

## Pay Per Click Powerhouse Video Course ( Mrr) .rar



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\* A Collection of 25 Professionally Recorded Videos-This complete video series will teach you everything you need to know about pay per click. \* The Advantages of PPC- Before you actually start practicing PPC, I want you to understand the advantages, so you can use them to their fullest extent. \* The Main and Secondary PPC Networks- You will learn the three biggest PPC networks that account for over 90 percent of all internet searches. You will also learn about secondary PPC networks that have their own

set of advantages. \* Getting Familiar and Signing Up With Adwords- Watch over my shoulder as I sign up for a brand new adwords account, and give you a grand tour. \* Creating a Profitable Ad- I will show you everything you need to know to create a well written ad that will catch people's attention while representing what you are selling. \* How to Choose Your Keywords- I will explain how to search for and find the best set of keywords for your campaign. \* How to Understand Google's Ad Scoring- I will break down the criteria that Google uses when examining your ad and landing page, so you can get better results while paying less per click. \* How to Work With Keyword Match Types- I will take you through the different keyword match types, and how to use them to your advantage. \* How to Work With the Content Network- I will show you what the content network is, and how it can be used to gain even cheaper clicks for your ads. \* How to Track and Tweak Your Campaigns- I will show you how to monitor and improve your campaigns to further increase your profits. \* Secret Tip- I will share a secret tip with you that will help you focus on the specific keywords that will experience the highest amount of conversions. Here is what you'll learn from these videos: \* Video #1: What is Pay Per Click Advertising? - 3:21 \* Video #2: The Advantages of PPC - 2:06 \* Video #3: The Dangers of PPC - 3:01 \* Video #4: Main PPC Networks - 2:20 \* Video #5: Secondary PPC Networks - 2:05 \* Video #6: What Can You Do With PPC? 3:05 \* Video #7: Signing Up For Google Adwords - 2:51 \* Video #8: Getting Familiar With Adwords - 3:12 \* Video #9: Creating A New Campaign - 1:40 \* Video #10: Creating Your Ad - 5:05 \* Video #11: Limitations On Ad Copy - 2:33 \* Video #12: Understanding Google's Ad Scoring - 2:40 \* Video #13: Choosing Your Keywords - 2:46 \* Video #14: Gauging Results With The Traffic Estimator - 4:37 \* Video #15: Keyword Match Types - 2:39 \* Video #16: The Advantages Of Negative Keywords - 1:41 \* Video #17: Setting Your Budget And Bids - 6:03 \* Video #18: Understanding Ad Groups - 5:36 \* Video #19: Understanding The Content Network - 8:00 \* Video #20: Tracking Sales Conversions - 3:36 \* Video #21: Tweaking Your Campaigns - 2:52 \* Video #22: Advanced: Finding Customers In "Buying" Mode - 1:59 \* Video #23: Advanced: Writing Killer Ad Copy - 1:52 \* Video #24: Advanced: The Power Of Secondary PPC Networks - 1:55 \* Video #25: Conclusion 1:24

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