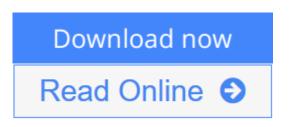# Ultimate Guide to Google AdWords: How to Access 100 Million People in 10 Minutes

By Perry Marshall, Bryan Todd

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This version is out of print & out of date. Please find the 4th edition of Ultimate Guide to Google AdWords which is the current version.

Never before in the history of advertising has it been possible to spend five bucks, write a couple of ads and get instant access to more than 100 million people in 10 minutes. But that's exactly what Google AdWords does. It's an awesome concept-but you can lose a bundle if you don't know how it works. Learn how to:

• Build an AdWords campaign from scratch
• Identify keywords that entice people to click on your ads
• Get the lowest bid prices on your keywords
• Defeat click fraud and other scams
• Use search engine optimization techniques
• Turn clicks into customers

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