

## Google Adwords Study Guide

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### Your guide to Google Ads - Google Ads Help

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About this study guide The AdWords Fundamentals study guide includes three modules with relevant information and additional study guide materials. Throughout this study guide, you'll get information about Acme Agency, a fictitious digital advertising agency that employs 25 people and is headquartered in San Francisco.

### Google Ads Certification: the Guide You Need to Be Top of ...

Your guide to Google Ads Reach new customers and grow your business with Google Ads, Google's online advertising program. These guides are designed to get you up to speed quickly, so you can create successful ads and turn your advertising investment into revenue.

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### Google Ads - Get More Customers With Easy Online ... - AdWords

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

### About the Shopping Advertising assessment - Google Ads Help

Google AdWords. AdWords and e-commerce go together like peanut butter and jelly for a good reason: it works. A study by Wordstream found that e-commerce retailers have the highest click-through rate out of all industries at 5.23%, with an average conversion rate of 3.58%.

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Google also has curated playlists of Google Ads video lessons for anyone who prefers a more visual learning experience.. Besides Google's own study materials, third-party learning platforms, blogs (check out AdEspresso's The Ultimate Google Ads Guide), and study groups can also be helpful for preparing for the exams.. Just remember that although the Google Ads certification is a free ...

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