

## Google Adwords Study Guide For Certification

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The Google AdWords Certification Exam focus on the paid, AdWords listings. AdWords is a complicated system, but it can be highly profitable if you learn how to use it. Another benefit is it's faster than waiting for organic rankings and you have complete control over it.

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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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