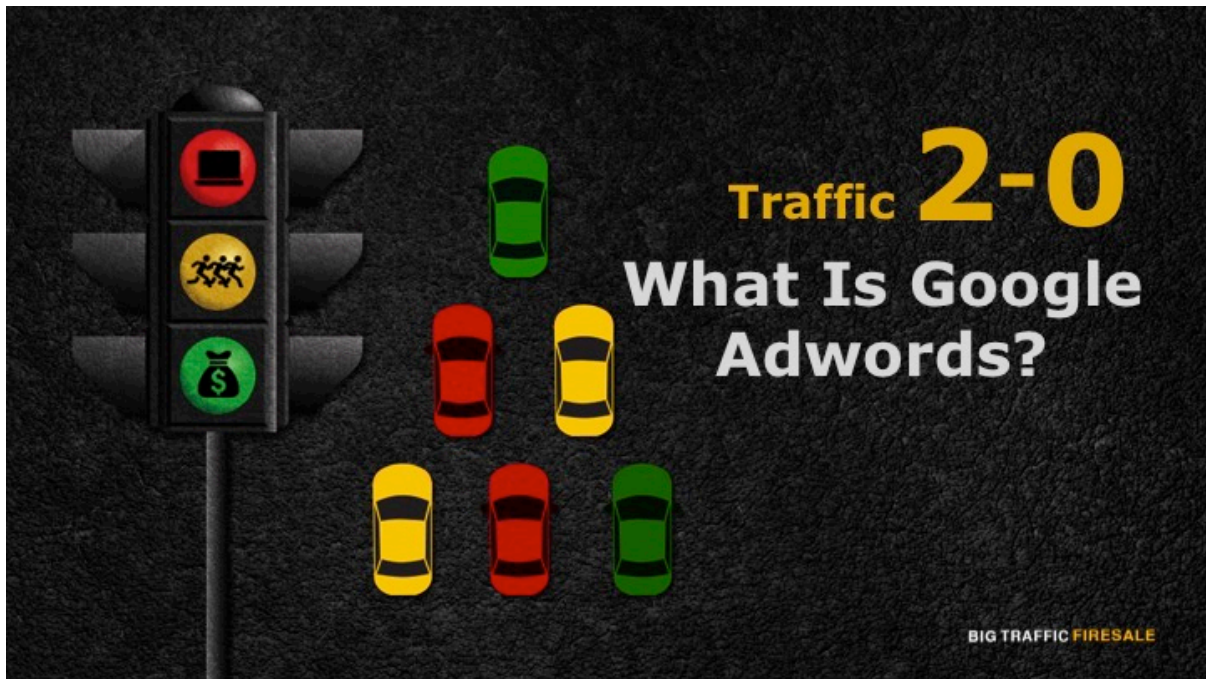
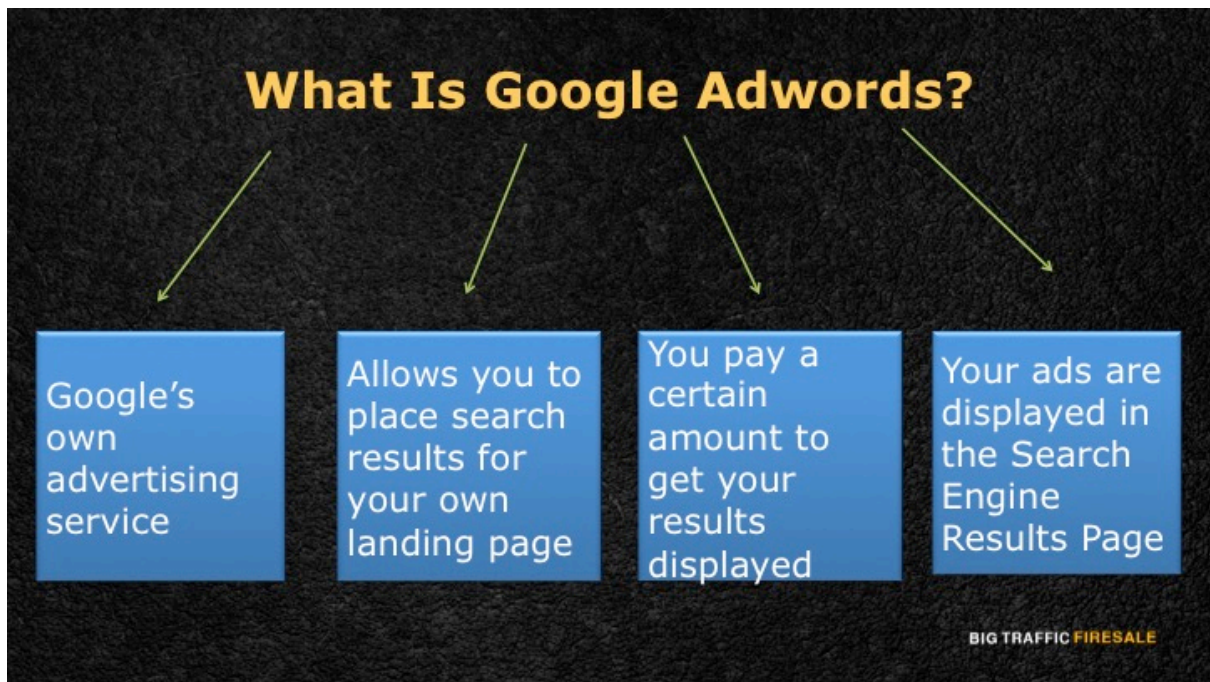


2-0 – What Is Google Adwords?



S1: Hello there and welcome to the Big Traffic Firesale Course. In this particular module, we will be talking about how you can generate traffic effectively via Google Adwords. It does not matter if you have zero to little knowledge on generating leads/traffic using this method, as this course will surely equip you with the answers that you have been looking for. It will also add value to what some of you seasoned users already know.



S2: What is Google Adwords and how do you utilize it to generate traffic?

Google Adwords is Google's own advertising service, which allows you to place search results for your own website or landing page. The search results for your product or service will appear on the Search Engine Results Page (SERP), which you would have to pay a certain amount to get your results displayed.

For some of you who are still new to the internet marketing scene, Google Adwords is one of the easiest and practical ways to generate traffic to your landing page. Contrary to popular belief, the steps are actually quite simple and are not as pricey as some may perceive it to be.

Where Are My Ads Displayed?



S3: Where are my advertisements displayed? How is it displayed? As mentioned in the previous slide, your advertisements will be displayed on the SERP, within the listings of the search engine. The SERP is the results page, where users have typed in their keywords for their search of interest in the 'Google Search' page beforehand.

The ads can appear in two ways, at the top of the SERP or at the sides. They can look more and more alike, like the original search results. Usually lot of users do not actually recognize the difference between an ad, and the original search results. At the moment, Google places a small 'Ad' label on the Google Adwords which appear on the SERP.

Now that you have a rough idea on what Google Adwords is, we shall look into the mechanics of how to start your own Google Adwords campaign and navigating it towards your favor.