Google Search Ads Unlocked

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Explore the building blocks of Google Search advertising, from keyword research and match types to writing ads and organizing campaigns. The collection combines the book with guides, exercises and planning resources for evaluating and refining search campaigns.

What’s included

- Main book (PDF)
- 1 checklist (PDF)
- 3 guides (PDF)
- 1 prompt pack (PDF)
- 1 toolstack (PDF)
- 1 workbook (PDF)

Download availability: After payment, download the complete ZIP package or any of the 8 included PDFs separately.