



# Ultimate Guide to Pay-Per-Click Advertising

By Richard Stokes

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Millions compete for exposure on Google, Yahoo!, and MSN Live Search, but 97% of them fail to get results. Become one of the elite 3% who succeed. How? Search advertising specialist Richard Stokes reveals that and more! Covering all major search engines, this powerful guide discloses:

- The “\$100 Bidding Myth”: why outbidding competitors rarely results in more traffic
- Simple website changes that can increase sales by 500%
- How to drive 80% or more of online revenues with rare superconverter keywords
- Winning strategies of the world’s top search marketers
- The best ads on the internet and how to write them
- The real factors for driving high click-through rates
- How to find competitors’ budgets, ad copy, and best keywords
- How to manage bids without expensive bid-management software
- And more!

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### Editorial Review

#### About the Author

**Richard Stokes** is the founder of AdGooroo, a leading search engine intelligence firm, and a successful internet marketer with 15 years experience in advertising and technology management.

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