



Google Advertising Tools: Cashing in with AdSense, AdWords, and the Google APIs

By Harold Davis

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When it comes to advertising on the web, you just can't argue with the numbers. A \$7 billion market today is expected to grow to \$18.9 billion by 2010. Jupiter Research also estimates that search advertising will be a larger share of the market than display advertising by 2010. These phenomenal numbers are due largely to Google, which has changed the way the world publishes content - and advertises.

Google Advertising Tools from O'Reilly examines the business and technology behind making money with content and advertising on the web. This focused, easy-to-read guide shows you how to use Google's advertising services to make it happen. You'll find all the background information you need to work with Google AdSense, which automatically delivers text and image ads that are precisely targeted to your site, and Google AdWords, which lets you generate text ads that accompany specific search term results.

This book has specific and detailed sections on:

- Turning your web site into a profit center with AdSense
- Making sense of AdSense metrics
- Driving traffic to your site
- Optimizing sites for search engine placement
- Working with AdWords campaigns, auctions, and reports
- Managing campaigns dynamically using the AdWords APIs

Once you've read all four parts, you'll have a comprehensive picture of how advertising works on the web and how you can use the Google advertising programs to your advantage.



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Editorial Review

About the Author

Harold Davis is a strategic technology consultant, hands-on programmer, and author of many well-known books. He's also a popular speaker at trade shows and conventions, giving presentations on topics ranging from digital photography to wireless networking, web services, and programming methodologies. Books include: "Building Research Tools For Google for Dummies" (Wiley), "Learn How to Program Using Any Web Browser" (Apress), "Red Hat Linux 9: Visual QuickPro Guide", and "Visual Basic .NET: Visual QuickStart Guide" (both Peachpit Press). Harold has served as a consultant for investment funds, technology companies, and Fortune 500 corporations. In recent years, he has been VP of Strategic Development at YellowGiant Corporation, a company providing infrastructure for Internet marketing, Chief Technology Officer at a CRM analytics startup, a Technical Director at Vignette Corporation, a leader in customer-centric content management, and a Principal in the enterprise consulting practice at Informix Software.

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From reader reviews:

Orlando Hernandez:

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David McMillian:

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