

Contents at a Glance

<i>Introduction</i>	1
<i>Part I: Meeting the Other Side of Google</i>	11
Chapter 1: Meeting the Business Side of Google	13
Chapter 2: Getting into Google	21
Chapter 3: Building Your PageRank Through Networking	37
Chapter 4: Optimizing a Site for Google	55
Chapter 5: Putting Google Search on Your Site	83
<i>Part II: Creating and Managing an AdWords Campaign</i>	101
Chapter 6: Introducing Search Advertising and Google AdWords	103
Chapter 7: Designing Your AdWords Campaign and Starting an Account	117
Chapter 8: Understanding AdWords Statistics and Reports	145
Chapter 9: Creating Effective Ad Groups	159
Chapter 10: Managing Ongoing Campaigns	183
<i>Part III: Creating Site Revenue with AdSense</i>	193
Chapter 11: Introducing the Google AdSense Program	195
Chapter 12: Starting an AdSense Account and Publishing Ads	209
Chapter 13: Enhancing Your AdSense Revenue	229
<i>Part IV: Google Business for the Larger Company</i>	255
Chapter 14: Getting into Froogle and Google Catalogs	257
Chapter 15: Premium Services	271
<i>Part V: The Part of Tens</i>	281
Chapter 16: Ten Site Optimization Resources	283
Chapter 17: Ten SEM and SEO Tips from the Pros	301
<i>Glossary</i>	325
<i>Index</i>	337

Table of Contents

.....

<i>Introduction</i>	1
About This Book	2
Conventions Used in This Book	3
What You're Not to Read	4
Foolish Assumptions	4
How This Book Is Organized	5
Part I: Meeting the Other Side of Google	6
Part II: Creating and Managing an AdWords Campaign	6
Part III: Creating Site Revenue with AdSense	7
Part IV: Google Business for the Larger Company	7
Part V: The Part of Tens	8
Icons Used in This Book	8
Where to Go from Here	9

Part I: Meeting the Other Side of Google **11**

Chapter 1: Meeting the Business Side of Google **13**

Google and Its Competition	14
Two Sides of the Google Coin	16
Google's Empowerment Model	16
The Three Goals of Every Webmaster	17
Google and Your Web Site	18
Google and Your Product	20

Chapter 2: Getting into Google **21**

The Three-Step Process	21
Meet Google's Pet Spider	22
Timing Google's crawl	24
To submit or not to submit	25
The directory route	27
Checking your site's status in Google	28
Keeping Google Out	30
Deflecting the crawl	30
Excluding pages with the meta tag	32
Avoiding the cache	33
The invisibility problem	34

Chapter 3: Building Your PageRank Through Networking	37
Incoming Links and PageRank	38
Human Networking	39
Working the Link Exchanges	40
Coding Effective Link Exchanges	43
Distributing Bylines and Link Sigs	45
Publishing articles	46
Posting messages with linked sig files	48
Assessing Your Incoming Link Network	49
Using the Google link: operator	49
Using the Theme Link Reputation Tool	50
Using Alexa	53
Chapter 4: Optimizing a Site for Google	55
Optimizing Before Building	56
Keywords, Keywords, Keywords	57
Going for the edge	58
Checking out Wordtracker	58
Trying the Overture Search Suggestion Tool	62
Peeking at competing keyword groups	64
Determining great keywords	67
Selecting a Domain	68
Effective Site Design	70
Page and Content Design	72
Tag Design	75
Creating a title tag	75
Creating a description tag	76
Creating a keywords tag	77
Creating alt tags	77
Poisoning the Google Spider	79
A Glossary of SEO Terms	80
Considering SEO Services	80
Chapter 5: Putting Google Search on Your Site	83
Terms and Restrictions	84
Getting Your Code	86
Free Web and Site Search	88
Tweaking the search form	89
Customizing Search Results	93
Building Your Own Google Site	98

***Part II: Creating and Managing
an AdWords Campaign* 101**

**Chapter 6: Introducing Search Advertising
and Google AdWords103**

Old Advertising in an Old Media	103
Old Advertising in a New Medium	104
New Advertising in a New Medium	105
What You Need to Get Started with AdWords	109
Understanding How AdWords Works	110
Seeing the Big Picture: The Google Ad Network	113

**Chapter 7: Designing Your AdWords Campaign
and Starting an Account117**

The Big Picture: Campaigns, Ad Groups, and Keywords	118
Planning the first level: Campaigns	121
Planning the second level: Ad Groups	125
Setting Your Goals	128
Clarifying your marketing goals	128
Understanding the AdWords budget	129
Preparing Your Landing Page	130
Productive Budgeting	132
Writing Effective Ads	136
Creating an AdWords Account	139
Finding Your Ads at Work	144

Chapter 8: Understanding AdWords Statistics and Reports145

Viewing Account Statistics	147
The account overview	147
Seeing inside the campaign	149
Seeing inside the Ad Group	150
Creating AdWords Reports	155

Chapter 9: Creating Effective Ad Groups159

Creating New Ad Groups	160
Editing Elements of an Ad Group	162
Editing ads	162
Adding and editing keywords	164
Editing your bid	166

Researching and Refining Keywords	167
Hunting for the ideal keyword	167
Using the Keyword Suggestion Tool	174
Thinking like a customer	175
Complying with Google's need for relevance	177
The gray area of trademark infringement	178
Using keyword-matching options	178

Chapter 10: Managing Ongoing Campaigns183

Pausing and Resuming Portions of Your Campaigns	183
Repairing Broken Campaigns	185
Reactivating a slowed account	186
Recovering disabled keywords	186
Pros and Cons of Geo-Targeting	188
Setting Up Conversion Tracking	190

Part III: Creating Site Revenue with AdSense 193

Chapter 11: Introducing the Google AdSense Program195

The Business of Serving Ads	195
The AdSense Overview	196
Evaluating Your Site's Eligibility for AdSense	198
Content-Sensitive Ads . . . or Not	203
Running AdSense on Existing and New Sites	204
Show Me the Money	205
Working Both Sides of the Fence: AdSense and AdWords	206

Chapter 12: Starting an AdSense Account and Publishing Ads209

Joining AdSense	209
Creating Your AdSense Code	211
Choosing an ad layout and color palette	212
Making a custom color palette	216
Viewing AdSense Reports	218
Viewing aggregate data	218
Viewing channel data	220
Setting Up AdSense Channels	221
Understanding channels	222
Creating channels	223
Adding New Pages and Sites	226
Removing Ads and Stopping Your Ad Publishing	227

Chapter 13: Enhancing Your AdSense Revenue229

- Optimizing Your Site for AdSense Success230
- Shooting for More Valuable Ads232
 - Identifying high-value keywords233
 - Conceiving and building high-value AdSense pages237
- Improving Clickthrough Rates238
 - Placing ads above the fold239
 - Choosing your pages240
 - Fighting ad blindness242
- Filtering Ads251
- Using Alternate Ads253

Part IV: Google Business for the Larger Company255

Chapter 14: Getting into Froogle and Google Catalogs257

- Google as the Ultimate Shop Window257
- Understanding Froogle's Index and Search Results260
 - Being crawled by Froogle260
 - Search results in Froogle261
- Submitting Product Information to Froogle265
- Optimizing for Froogle268
 - It's (still) all about keywords268
 - Create sales269
 - Optimizing your product description269
 - Two final optimization tips270
- Getting into Google Catalogs270

Chapter 15: Premium Services271

- Premium AdWords271
- Premium AdSense for Content Sites274
- Premium AdSense for Search Sites276
- Custom WebSearch277
- Silver and Gold Search278

Part V: The Part of Tens281

Chapter 16: Ten Site Optimization Resources283

- Search Innovation285
- HighRankings.com286

Mediumblue.com	287
Keyword Verification and Link Popularity Tools	288
Marketleap Keyword Verification tool	288
Marketleap Link Popularity Check	290
Mike's Link Popularity Checker	292
TopSiteListings.com	293
SEO Consultants Directory	294
Search Engine World Tools	294
Webpage Size Checker	294
Sim Spider	295
Keyword Density Analyzer	296
JimWorld	298
Eric Ward	299
SEO Directory	299
Chapter 17: Ten SEM and SEO Tips from the Pros	301
SEM Is (Somewhat) Revolutionary	302
On Keyword Targeting	305
On Finding the Balance between Free and Paid Marketing	307
Optimization versus Incoming Links	311
On Content and Site Design	313
On the All-Important Title Tag	315
Aiming for the Top Ten	316
On Large and Small Companies	318
Building Incoming Links	320
The Most Important Tips	321
<i>Glossary</i>	325
<i>Index</i>	337