



AdWords Toolbook 2018

Jason McDonald

ADWORDS TOOLBOOK: Free Tools for Better PPC Advertising

2018 EDITION

BY JASON McDONALD, PH.D.

© 2018 JM INTERNET GROUP

<https://www.jm-seo.org/>

“The perfect is the enemy of the good.”

~ Voltaire

0

INTRODUCTION

PPC or “**pay-per-click**” is a way of advertising most associated with Google AdWords. AdWords is far and away the dominant advertising platform on the Internet, though Facebook advertising is gaining ground, fast. That said, within PPC, we must also focus on Bing advertising, which is a look-alike platform to Google AdWords, running ads on both Bing and Yahoo.

This Toolbook is my compilation of the best, free tools to enhance your paid advertising on Google, Bing, and Yahoo. Also included are books, tutorials, and other resources that can help you learn, from many sources, the secrets to effective pay-per-click advertising.

To Do List:

- » Understand How the *AdWords Toolbook* Works
- » Register Your Copy Online
- » Contents
- » Acknowledge the Copyright and Disclaimer

» **UNDERSTAND HOW THE *ADWORDS TOOLBOOK* WORKS**

First and foremost, the *AdWords Toolbook* assumes a **working knowledge of pay-per-click advertising**, in general, and Google AdWords, in particular. This Toolbook has many wonderful free tools, but the tools alone are useless without a knowledge of how the game is played! (If you need that knowledge, I recommend you check out my online courses at <https://www.jm-seo.org/>, or call 800-298-4065 to learn more about my AdWords one-on-one training and consulting services).

Second, this book emphasizes only **free** tools. Despite the fact that there are quite a few *paid* advertising tools out there, none are any better than the free tools identified in this *Toolbook*. Indeed, in today's tight economy, why pay when you can get them for free? Not to mention, why pay when the most important element, i.e. a knowledge of how AdWords is played to win, can't be obtained from any tool?

Third, I have reviewed each tool in the *Toolbook* for relevance and ease of use. Almost without exception, the tools in the *Toolbook* require nothing more than a Web browser and active connection to the Internet. *Easy* is just as important as *free*. Generally speaking, if a tool requires registration or has only a "trial" period, it has been excluded. A few paid tools have been included (e.g., call tracking services) when there are no reliable free alternatives.

» REGISTER YOUR COPY ONLINE

If you've purchased this *Toolbook* in hard copy format, be aware that if you register online, you get instant access to a PDF copy, which has easy, clickable links to all resources. To do so, simply:

- Go to <http://jmlinks.com/8d>.
- Sign up as indicated.
- You'll be transferred to my "Dashboard" which includes all my tools – AdWords, SEO, and Social Media Marketing.
 - There, you'll have easy access to the BEST tools as identified herein.
 - You can also download a PDF copy of this *Toolbook* which can be read online and will have clickable links.

» TABLE OF CONTENTS

1. **Keyword Tools** – my favorite keyword tools for PPC ... **6**
2. **AdWords Tools** – tools and resources to help you optimize your AdWords advertising ... **14**
3. **Books** – new and recommended books on AdWords ... **23**

Get More Free Stuff!

You can find out about my other toolbooks, workbooks, and free resources by signing up for my email alerts at <http://jmlinks.com/free>.

Finally, the *Toolbook* is really meant to be read “online” rather than “on paper,” since all of the links are clickable. As you read about an interesting tool, I encourage you to click over and check each tool out. AdWords is a learn-by-doing art, and so are the tools!

Let’s get started!

» ACKNOWLEDGE THE COPYRIGHT AND DISCLAIMER

Copyright © 2018, JM Internet Group and Excerpti Communications, Inc., All Rights Reserved. No reproduction or citation without written consent of the publisher. For details and to contact us, visit our website at <https://www.jm-seo.org/>.

Online advertising on Google AdWords, Bing, and Yahoo, is an art, and not a science. The requirements, rules, tools, and best practices change without notice, as does the behavior of search engines such as Bing, Google, or Yahoo. Neither Jason McDonald nor the JM Internet Group nor the parent corporation, Excerpti Communications, Inc., assume any responsibility for the effect of any changes you may, or may not, make to your website based on the (perceived) recommendations of the *Toolbook*. All trademarks are the property of their respective owners, and all content is subject to change without notice. This is a completely unofficial resource to Google, Bing, and Yahoo; no individual or party at any of these entities participated in this *Toolbook* in any way.

Google, *Google AdWords*, and *AdWords* are, of course, registered trademarks of Google / Alphabet, Inc. Their use herein is solely for informational purposes, and to assist online learners in being more efficient at using one of the Internet’s dominant online platforms, *AdWords*. No endorsement by Google / Alphabet is implied or should be construed.

Make Changes at Your Own Risk

Any changes that you or your organization make to your online advertising on Google AdWords and/or Bing and/or Yahoo, website content, link building, social media marketing, content, or any element of your Internet marketing and/or search engine optimization strategy or tactics are made your own risk. By downloading and using the

Toolbook you are agreeing to the terms of service: you are completely responsible for all changes you may, or may not, make to your Internet marketing strategy.

» MEET THE AUTHOR

My name is Jason McDonald, and I have been active on the Internet since 1994 (*having invented the Internet along with Al Gore*) and taught SEO, AdWords, and Social Media since 2009 – online, at Stanford University Continuing Studies, at both AcademyX and the Bay Area Video Coalition in San Francisco, at workshops, and in corporate trainings across these United States. I love figuring out how things work, and I love teaching others! SEO is an endeavor that I understand, and I want to empower you to understand it as well.

Learn more about me at <https://www.jasonmcdonald.org/> or at my corporate website <https://www.jm-seo.org/>. Or just call 800-298-4065, say something flattering, and I my secretary will put you through. (*Like I have a secretary! Just call if you have something to ask or say*).

1

KEYWORDS

Keywords drive the process of advertising both from the searcher side (the *keyword query*) and from the advertiser side (the *keyword trigger*). Matching is “tight” on Google’s Search Network as well as Bing / Yahoo, and “loose” on the Google Display Network. Whichever network you’re on, you’ll need a systematic keyword list. Here are my favorite tools with the best tools first.

SEED KEYWORDS - <http://www.seedkeywords.com/>

This is a wonderful human / machine tool. Gather your team together (or they can be in diverse cities). Create a prompt, such as 'your hungry and you love Italian food, what would you search for?' This then creates a 'workspace' and as people type in their ideas it consolidates them into a master list. Excellent and fun tool for keyword brainstorming!

Rating: 5 Stars | **Category:** tool

SERPS.COM KEYWORD TOOL - <https://serps.com/tools/keyword-research/>

Bye bye keyword planner and hello Keyword Tool. SERPS.com has done a great job on this easy-to-use, powerful, and FREE alternative to Google's Keyword Planner.

Rating: 5 Stars | **Category:** tool

SEOCHAT KEYWORD TOOL - <http://tools.seochat.com/tools/suggest-tool/>

This most awesome keyword suggest tool is like Ubersuggest, but pulls keyword suggestions not just from Google or Bing, but from YouTube, Amazon, etc. Awesome for keyword brainstorming.

Rating: 5 Stars | **Category:** tool

BING WEBMASTER TOOLS - <http://bing.com/toolbox/webmaster>

Interested in Bing? This is the Bing Webmaster Tools home page. Similar to the Google suite. Has some new features that are radically improving this tool from Bing. Includes a good keyword discovery tool.

Rating: 5 Stars | **Category:** tool

KEYWORD IT - <http://www.keyworddit.com/>

Most keyword tools are great at taking a 'core' keyword and helping you find the 'helpers.' This tool is a messy but great way to look for broader keyword ideas. It is excellent for EARLY keyword research and brainstorming!

Rating: 4 Stars | **Category:** tool

UBERSUGGEST - <https://ubersuggest.io/>

This tool pulls the "autocomplete" data from Bing, and provides you an easy way to "shop" for keywords.

Rating: 4 Stars | **Category:** tool

KEYWORD NICHE FINDER - <http://wordstream.com/keyword-niche-finder>

Really this tool is about finding related keywords. Enter a target keyword and the tool will generate a list of closely related keywords. Then click on any one of those, and the right hand side of the screen will show clusters of those related tools. It is a good tool for keyword discovery, not unlike Google's Wonder Wheel or related searches.

Rating: 4 Stars | **Category:** tool

KEYWORDSPY - <http://www.keywordspy.com/>

KeywordSpy currently operates in USA, United Kingdom, Australia and Canada. Through this keyword tool and keyword software, you can perform advanced keyword research and keyword tracking to study what your competitors have been advertising in their AdWords campaigns and other PPC campaigns. You can get complete in-depth analysis, stats, budget, affiliates & ad copies of your competitors.

Rating: 4 Stars | **Category:** tool

KEYWORD FINDER - <https://kwfinder.com/>

A very fun, interesting tool to discover keywords. Input some keywords, and get quick ideas for related terms, helper words, and more.

Rating: 4 Stars | **Category:** tool

SEM RUSH - <https://www.semrush.com/>

Similar to KeywordSpy, this tool allows you to enter a domain or a competitor, and returns a list of AdWords keywords they are running under as well as their organic keywords. Use it to track a competitor, as well as to generate a keyword list (keyword discovery).

Rating: 4 Stars | **Category:** tool

GOOGLE ADWORDS KEYWORD PLANNER - <https://adwords.google.com/ko/KeywordPlanner/Standalone/Home>

Who got the data? Google got the data. Use the Keyword Planner for keyword discovery for both SEO and AdWords, but be sure to know how to use it. Not the easiest user interface, and remember it ONLY gives data for EXACT match types. NOTE: you MUST have a paid account to use, and be LOGGED IN.

Rating: 4 Stars | **Category:** tool

FREE NEGATIVE KEYWORD TOOL - <http://wordstream.com/negative-keywords>

Enter your core keyword and this tool gives you 'food for thought' in terms of possible negative keywords. Negative keywords are critical for AdWords, since you pay per click - use this tool to help you find words you DO NOT WANT.

Rating: 3 Stars | **Category:** tool

SEOCENTRO KEYWORD SUGGESTION TOOL –

<http://seocentro.com/tools/search-engines/keyword-suggestion.html>

Enter a keyword and it polls Google, Bing, and Yahoo to consolidate their suggestions. Great for keyword discovery as it will suggest close, or related keyword terms.

Rating: 3 Stars | **Category:** tool

THESAURUS.COM - <http://thesaurus.com>

Thesaurus.com takes the concept of the old paper thesaurus and puts it online. Enter a search term such as, 'lawyer,' and find relevant synonyms and keyword ideas such as 'attorney,' 'barrister,' 'law firm,' etc. Great for keyword discovery!

Rating: 3 Stars | **Category:** tool

GOOGLE SUGGEST AND GOOGLE RELATED SEARCHES - <https://www.google.com/>

From the Google home page, enter a target keyword phrase such as 'flower shop'. First, notice the keywords 'suggested' in the drop-down list - this is called Google Suggest, and can be very useful. Second, do an actual search, then scroll down to the VERY bottom, and look for 'Searches related to flower shop' to see searches related to your search term. Fantastic ways to identify potential target keywords and key phrases!

Rating: 3 Stars | **Category:** tool

YOAST KEYWORD SUGGEST TOOL - <https://yoast.com/suggest/>

Yet another tool based on Google suggest. The interface is not sexy and pizazzy (is that a word?), but it works.

Rating: 3 Stars | **Category:** tool

TWINWORD KEYWORD TOOL - <https://www.twinword.com/ideas/>

Billed as the first "LSI" (Latent Semantic Indexing) tool and the first semantic keyword research tool that can sort by relevance. Useful for keyword discovery and finding related words, especially when writing a blog post.

Rating: 3 Stars | **Category:** tool

FERZY KEYWORD TOOL - <https://ferzy.com/>

Yet another, good, solid, and free keyword tool.

Rating: 3 Stars | **Category:** tool

TAGCROWD - <http://tagcrowd.com>

Input your website URL or any URL, and this nifty program will create a tag cloud of keywords density on your site. It's a useful self-check for keywords / keyword density. Note: does NOT work on https: sites.

Rating: 3 Stars | **Category:** tool

SPYFU - <http://www.spyfu.com/>

SpyFu will track your ads and competitors ads. Similar to KeywordSpy but not as good. Nonetheless, input a competitor's domain and you can see their ads and some basic information on their keywords and bids.

Rating: 2 Stars | **Category:** tool

SEARCH TERM SUGGESTION / KEYWORD DISCOVERY TOOL - <http://keyworddiscovery.com/search.html>

Free trial of the Trellian keyword discovery tool. Enter a keyword and it finds many synonyms and phrases. Great so you don't miss out on the soda / pop, sneaker / tennis shoes, attorney / lawyer synonyms.

Rating: 2 Stars | **Category:** tool

SOOVLE - <http://soovle.com>

Let the web help - generate your keywords, that is. Type a keyword or phrase that interests you for SEO into Soovle and this nifty tool will generate phrase upon phrase of helper keywords. Very useful for idea generation and blogging.

Rating: 2 Stars | **Category:** tool

MOZ KEYWORD EXPLORER - <https://moz.com/products/pro/keyword-explorer>

Yet another pretty good keyword discovery tool from the cool dudes (and dudettes) at MOZ.

Rating: 2 Stars | **Category:** tool

SEO CHAT'S RELATED KEYWORD TOOL –

<http://tools.seochat.com/tools/related-keywords-tool>

Another tool to find related keywords.

Rating: 2 Stars | **Category:** tool

NEIL PATEL'S KEYWORD TOOL - <http://neilpatel.com/keyword-tool/>

Formerly Ubersuggest. This tool allows you to input keywords and get a smorgasbord of ideas. Unfortunately, the new tool is much messier and not just an autocomplete tool as was the classic Ubersuggest.

Rating: 1 Stars | **Category:** tool

DANZAMBONINI KEYWORD TOOL - <http://seo.danzambonini.com/>

Input a few keywords, and this tool will mix and match them into phrases.

Rating: 1 Stars | **Category:** tool

GOOGLE TRENDS - <https://trends.google.com/trends/>

Use Google's interface to monitor keyword trends! This tool is like the person in High School voted 'most likely to succeed' and then he totally failed, and now is either in jail, homeless or dead. Google has ALL the cool trending information on search, and yet they produce this pathetic, useless, teasy-tease tool. Oh Google - you are such a tease!

Rating: 1 Stars | **Category:** tool

GOOGLE CORRELATE - <http://google.com/trends/correlate>

Built on Insights for Search, this tool attempts to allow you to enter a search term (say, 'Flowers') and find what other search terms correlate in search trend activity with that term. Not that useful (yet) but since trend spotting is a very important marketing tool, it does make our list.

Rating: 1 Stars | **Category:** tool

KEYWORD TOOL - <http://keywordtool.io>

Similar to Ubersuggest, this tool builds upon Google Suggest to provide a list of 'helper' words and phrases. For example, enter insoles and you'll see shoe insoles, insoles for runners, etc. It also provides questions containing the keyword users enter when searching Google and keyword suggestions for YouTube, Bing and Apple App Store. Great for finding helper words as part of keyword research. Additional related data like keyword search volume and CPC requires paid account.

Rating: 1 Stars | **Category:** tool

BRUCE CLAY'S SEOTOOLSET TOOLS - <http://www.seotoolset.com/tools/free-tools/>

Bruce Clay is a guru in Search Engine Optimization. Use this page to access many of his free tools. The best are: Single Page Analyzer, Link Analysis Report, Keyword Suggestion Tool. Useful primarily for keyword discovery and checking your page tags vs. target keywords.

Rating: 1 Stars | **Category:** tool

2

ADWORDS TOOLS

AdWords, of course, has powerful tools inside the interface – primarily the *Google AdWords Keyword planner* but other tools such as the *Display Planner*, *Ad Preview tool*, etc. In addition, however, there are many wonderful free tools and resources scattered about the Internet that can help you be a more effective advertiser.

Here are the best **free** AdWords tools on the Internet, ranked with the best tools first!

GOOGLE ACADEMY FOR ADS - <https://academy.exceedlms.com/>

Yet another view of the Google Academy for Ads. Google has 'outsourced' this to a third-party, but this is the official learning resource for AdWords.

Rating: 5 Stars | **Category:** resource

ADWORDS ACADEMY OF ADS - <https://landing.google.com/academyforads/>

Google's official training site for AdWords. Yes, a bit salesy and take it all with a huge grain of Google salt, but very good information by Google for Google about Google. #BeSkeptical.

Rating: 5 Stars | **Category:** resource

GOOGLE ADWORDS HELP CENTER - <http://support.google.com/adwords>

Your gateway to easy-to-use lessons about the Google AdWords advertising program. Whether you're just getting started with AdWords, seeking to improve your ad performance, or studying for the Google Advertising Professionals exam, you'll find lessons designed to help you learn at your own pace. You can also read the complete version (with all available lessons).

Rating: 5 Stars | **Category:** resource

GOOGLE INSIDE ADWORDS BLOG - <https://adwords.googleblog.com/>

The official blog for Google AdWords. It's more for sophisticated users than for newbies, but - that said - you should pay attention to it if you are spending money with Google.

Rating: 4 Stars | **Category:** blog

ADWORDS EDITOR - <https://adwords.google.com/home/tools/adwords-editor/>

AdWords Editor is a free, downloadable (Windows or Mac) application for managing large Google AdWords accounts efficiently. Download campaigns, make changes with powerful editing tools, then upload the changes to AdWords.

Rating: 4 Stars | **Category:** tool

GOOGLE ADWORDS KEYWORD PLANNER - <https://adwords.google.com/ko/KeywordPlanner/Standalone/Home>

Who got the data? Google got the data. Use the Keyword Planner for keyword discovery for both SEO and AdWords, but be sure to know how to use it. Not the easiest user interface, and remember it ONLY gives data for EXACT match types. NOTE: you MUST have a paid account to use, and be LOGGED IN.

Rating: 4 Stars | **Category:** tool

ADWORDS YOUTUBE CHANNEL - <https://www.youtube.com/user/learnwithgoogle>

Official Google AdWords channel. Learn from the horse's mouth how to advertise on AdWords, why advertise, etc. Of course, be a bit skeptical as it is by Google, about Google, and ultimately for Google!

Rating: 4 Stars | **Category:** resource

GOOGLE PARTNERS HELP CENTER - <https://support.google.com/partners>

Google partners is Google's platform for agencies and consultants, particularly for AdWords. However, you can 'join' as an individual and thereby get access to many wonderful FREE Google AdWords learning resources. If you are a serious learner with respect to AdWords, this is a great way to go behind the scenes and learn even more about AdWords.

Rating: 4 Stars | **Category:** resource

TAG ASSISTANT FOR CHROME - <http://tinyurl.com/tagasst>

If you're using AdWords and Google Analytics to track conversions, you need to verify you have the right 'tags' running as Javascript on your website. Ask your developer to get the conversion tracking code from AdWords and install on ALL pages of your website. Then use this Chrome extension to double check / verify it actually is there.

Rating: 4 Stars | **Category:** tool

LOCAL RANK CHECKING VIA ADWORDS - <https://adwords.google.com/anon/AdPreview>

This is the OFFICIAL Google AdWords preview tool. But, guess what. You can use this to vary your city location, and check your rank against various cities. If, for example, you are a pizza restaurant serving San Jose, Milpitas, and Santa Clara, you can type in 'Pizza' and see your rank in different cities. You can login to your AdWord account and click Tools - Preview Tool or use this direct link.

Rating: 4 Stars | **Category:** tool

MOAT AD SEARCH - <https://moat.com/>

Want to snoop on competitors? Steal their ad ideas? Enter Moat Ad Search. Enter a competitor name and Moat goes and finds all sorts of ads that they've posted across the Internet. Mainly the Display ads, but excellent to see how a company brainstormed its ad strategy.

Rating: 4 Stars | **Category:** tool

GOOGLE ADWORDS COMMUNITY - <https://en.adwords-community.com>

This is the official Google AdWords community group, wherein users post questions and get answers from Googlers or other AdWords gurus on AdWords. It's a bit of a free-for-all but useful if you have a burning question about AdWords! Just remember that these are Google forums, so things can be on the salesy side.

Rating: 4 Stars | **Category:** resource

MICROSOFT BING ADVERTISING CENTER - <http://advertise.bingads.microsoft.com>

Yes, Virginia, there is another search engine besides Google. It's called Bing, and it runs both Bing and Yahoo. And yes, Virginia, you can advertise on Bing, too. It's about 10% of the traffic on Google, on average, though public claims are more like 35%. Try it and see. Often the CPC is lower than on Google, so why not?

Rating: 3 Stars | **Category:** resource

DELETE DUPLICATES KEYWORD TOOL - <http://angular.marketing/free-tools/delete-duplicates>

If you are building a long list for rank-checking, or for AdWords input, you often will unknowingly generate duplicates. Then when you pull your reports, they will often not correspond to your original, because rank checker and other tools auto-delete duplicates. Use this tool to prevent this from happening in the first place.

Rating: 3 Stars | **Category:** tool

MERGE WORDS - <http://mergewords.com/>

When you build your keywords list, especially for AdWords, you often want to take keywords and combine them into phrases. This is especially true for local search keyword phrases. This tool allows you to enter keywords and generate keyword lists.

Rating: 3 Stars | **Category:** tool

ADWORDS WRAPPER - <http://www.adwordswrapper.com/>

Use this tool to take your basic keyword list, and then wrap them with various characters to create each of seven target keyword match types in AdWords (such as quotes for phrase match, and brackets for exact match).

Rating: 3 Stars | **Category:** tool

HERO CONFERENCE - <http://www.heroconf.com/austin/>

The event for quality, all-inclusive PPC education, Hero Conf brings you: Content for every level of PPC marketer – thoroughly vetted with a focus on innovation and relevance; Expert speakers who've done the work – engaging content from experts who do what you do daily; Actionable ideas & real-life examples – case studies with tips and tricks to immediately apply;

Rating: 3 Stars | **Category:** conference

ADWORD & SEO KEYWORD PERMUTATION GENERATOR - <http://seo.danzambonini.com/>

Enter your keywords into this tool and it will cross-match them to generate a list. This is useful especially for AdWords when you want to create exact, phrase, or modified broad match keywords.

Rating: 3 Stars | **Category:** tool

LEAD PAGES - <https://www.leadpages.net/>

Another non-free app, LeadPages allows you to quickly and easily create landing pages (not just for AdWords but for Social Media Campaigns). Then you can split test which ones perform better.

Rating: 3 Stars | **Category:** vendor

SPLIT TESTER BY PERRY MARSHALL - <https://www.perrymarshall.com/splittester/>

Is ad one better, or ad two better? AdWords allows you to set up experiments to 'split test' or 'A/B test.' But sometimes it's just as easy to run two ads and plug in the numbers. This tool will then 'do the math.'

Rating: 3 Stars | **Category:** tool

DYNAMIC KEYWORD GENERATOR TOOL - <http://rustybrick.com/keyword-phrase-tool.php>

This tool enables you to enter your primary, secondary and even tertiary keyword phrases separated by comma (,) into the appropriate fields and click Generate Keywords to receive a robust list of keywords to copy and paste into your program of choice. For rank-checking, it makes it easy to generate a longer keyword list.

Rating: 3 Stars | **Category:** tool

GOOGLE ADWORDS DISPLAY PLANNER - <https://adwords.google.com/da/DisplayPlanner/Home>

Hard to use, but this official Google AdWords tool allows you to input a keyword and see where it might be placed on the Google Display Network, for example, the Sponsored Links section next to search results. In addition, you can use it for keyword research. Must be logged into your Google account to access.

Rating: 3 Stars | **Category:** tool

GOOGLE ADWORDS ON FACEBOOK - <https://www.facebook.com/ENadwords/>

Google's official AdWords page on Facebook. If you are into AdWords, then you should 'like' the Google's AdWords page on Facebook to receive information as Google makes it available here.

Rating: 3 Stars | **Category:** resource

GOOGLE ADWORDS ON TWITTER - <https://twitter.com/adwords>

Can't get enough official AdWords information? Up late at night? Follow official Google AdWords on Twitter!

Rating: 3 Stars | **Category:** resource

FREE NEGATIVE KEYWORD TOOL - <http://wordstream.com/negative-keywords>

Enter your core keyword and this tool gives you 'food for thought' in terms of possible negative keywords. Negative keywords are critical for AdWords, since you pay per click - use this tool to help you find words you DO NOT WANT.

Rating: 3 Stars | **Category:** tool

SPYFU - <http://www.spyfu.com/>

SpyFu will track your ads and competitors ads. Similar to KeywordSpy but not as good. Nonetheless, input a competitor's domain and you can see their ads and some basic information on their keywords and bids.

Rating: 2 Stars | **Category:** tool

LEARN WITH GOOGLE - <https://learndigital.withgoogle.com/digitalgarage/>

Google's learning site; largely about advertising and very fluffy-fluff.

Rating: 2 Stars | **Category:** resource

ADWORDS APP -

<https://play.google.com/store/apps/details?id=com.google.android.apps.adwords&hl=en>

Are you crazy for AdWords? And are you crazy for your mobile phone? Well, you're in luck. This is the APP for AdWords. The link is to the Android version, but - of course - it's also available on Apple. Download to your phone and receive updates in real-time on your AdWords performance.

Rating: 2 Stars | **Category:** tool

ADWORDS PREVIEW - <http://adwordspreview.com>

Of course, you can log into your AdWords account and preview ads. But this nifty tool lets you do that without logging in, plus provides a preview of what the ad will look like on a mobile device. It also warns you of common violations of

Google policy like All Caps. DOES NOT support the new extended text format, however.

Rating: 2 Stars | **Category:** tool

MATCHPEG ADWORDS GENERATOR - <http://matchpeg.com/misc/adwordsgenerator.asp>

Got a list of keywords? Want to create a list of them in phrase match? This nifty tool will do that for you. However, be CAREFUL as it does NOT add the required plus signs for modified broad match!

Rating: 2 Stars | **Category:** tool

THINK WITH GOOGLE - <https://www.thinkwithgoogle.com/>

This flashy, very Madison Avenue ad agency guide is a gateway to fun and sometime informative studies by Google about Google, and about Internet advertising and marketing in general. It pushes AdWords, of course, but still has a wealth of fun stuff about Internet marketing.

Rating: 2 Stars | **Category:** resource

CALLRAIL - <https://www.callrail.com/>

This is not a free app, but there really aren't any free call tracking apps. Enter CallRail. You can connect it up to your AdWords and generate variable phone numbers to track inbound calls.

Rating: 2 Stars | **Category:** vendor

ADWORDS CREATIVE TOOL - <https://www.hivedigital.com/free-tools/adwords-creative-design/>

Use this free tool to pre-generate your AdWords ads. This is a wonderful and easy way to work with a team and generate AdWords ad ideas. Again, does not support the new extended formats.

Rating: 2 Stars | **Category:** tool

GOOGLE AD GRANTS - <http://www.google.com/grants/>

Google Ad Grants is the nonprofit edition of AdWords, Google's online advertising tool. Google Ad Grants empowers nonprofit organizations, through \$10,000 per month in in-kind AdWords advertising, to promote their missions and initiatives on Google search engine result pages.

Rating: 2 Stars | **Category:** resource

ADWORDS TUTORIAL BY GOOGLE -

<https://support.google.com/adwords/answer/6146252>

Get ready to learn Google's official policies and suggestions on AdWords. Yes, it's propaganda! Yes, it's overly optimistic! But, yes, if you're serious about AdWords you can, and should, learn from the Google directly.

Rating: 2 Stars | **Category:** resource

DANZAMBONINI KEYWORD TOOL - <http://seo.danzambonini.com/>

Input a few keywords, and this tool will mix and match them into phrases.

Rating: 1 Stars | **Category:** tool

3

BOOKS

Our philosophy at the JM Internet Group is to be transparent. Yes, we have amazing books, and yes, we'll soon have our own *AdWords Workbook*. However, there are a few great books available on Amazon, and the smartest strategy is to read EVERYTHING you can about AdWords, not to mention Bing and/or Yahoo.

Here are the best **books** on AdWords, ranked with the most highly recommended first!

ULTIMATE GUIDE TO GOOGLE ADWORDS: HOW TO ACCESS 100 MILLION PEOPLE IN 10 MINUTES - <http://amzn.to/2EenBpb>

Perry Marshall and Mike Rhodes bring us one of the true Bibles on Google AdWords. Finally, there's a new, updated version (the 5th edition) of this classic book. Highly recommended!

Rating: 4 Stars | **Category:** book

GOOGLE ADWORDS: A QUICK BEGINNERS' GUIDE TO USING GOOGLE ADWORDS - <http://amzn.to/2EaGCIY>

John Slavio brings us a beginners guide to Google AdWords. In his own words, 'This e-book aims to help you navigate the sometimes confusing world of Internet marketing, specifically in the Google AdWords space. We will walk you through the benefits of using AdWords, and the types of advertising you can do. We will show you how to set up an account and build a campaign.'

Rating: 3 Stars | **Category:** book

OPTIMIZING ADWORDS: A GUIDE TO USING, MASTERING, AND MAXIMIZING GOOGLE ADWORDS - <http://amzn.to/2f6cqv9>

According to author Paige Miller, 'Optimizing AdWords provides the information marketers and future marketers need to harness the power of the Google's AdWords search engine marketing applications. It provides a big picture overview of the AdWords system, helping businesses and individuals decide how to advertise products or their clients' products. Optimizing AdWords was written for those at every rung of the ladder, from Marketing Directors to small business owners to students just starting out in marketing.'

Rating: 3 Stars | **Category:** book

THE COMPLETE GOOGLE ADWORDS AND YOUTUBE ADVERTISING BOOK - <http://amzn.to/2jXmYJE>

With a strong focus on YouTube and a quirky narration style, this is a fun, informative and a bit chatty book about AdWords. That said, it covers the basics and is written in such a way that you don't fall asleep.

Rating: 3 Stars | **Category:** book

ADWORDS FOR DIGITAL MARKETING NINJAS: A STEP-BY-STEP BEGINNER'S GUIDE - <http://amzn.to/2f6bC5N>

According to author Saurabh Choudhary, 'The book provides insight into AdWords' functionality and its features, explaining how they work and providing tips, tactics, and hands-on tutorials, which readers can immediately use on their own PPC campaigns. The book has detailed step by step explanation of every feature of Adwords along with screenshots for easy understanding.'

Rating: 3 Stars | **Category:** book

GOOGLE ADWORDS SECRETS EXPOSED: HOW YOU CAN NAVIGATE THE COMPLICATED WORLD OF ONLINE MARKETING AND COME OUT ON TOP - <http://amzn.to/2jXnpDQ>

Jeremy Overturf writes, 'In these pages you'll discover: - Why knowing your target market is vital to Adwords - How to discover which items are a good fit and which aren't - How to track and test ads and why it makes all the difference - Why

most people don't test headlines enough and give up too soon - How to schedule your ads so you're not spending when you're not open'

Rating: 3 Stars | **Category:** book

ESSENTIAL AdWORDS: THE QUICK AND DIRTY GUIDE (INCLUDING TRICKS GOOGLE WON'T TELL YOU) - <http://amzn.to/2jXIwWB>

Kyle Sulerud brings us, 'Essential AdWords: The Quick and Dirty Guide is a hard-hitting, no-B.S. guide on how to drastically improve your business using AdWords. There are no bells-and-whistles'

Rating: 3 Stars | **Category:** book

THE SMART MARKETER'S GUIDE TO GOOGLE AdWORDS - <http://amzn.to/2jXwr3C>

Noa Eshed says, 'The aim of this book is to provide marketers with a detailed and easy to understand explanation on how to create, measure and scale a Google AdWords campaign. We suggest that even if you are working with an agency, you invest a few hours to understanding the basics. On a grand strategic level, this book will help you become a better marketer, focusing on smartly channeling your marketing efforts to platforms where you can track your progress and success.'

Rating: 2 Stars | **Category:** book

Other books by Jason McDonald

SEO Fitness Workbook

Social Media Marketing Workbook

Available on Amazon and more information at <https://www.jm-seo.org/>.