

2019

# GOOGLE ADS

# THE DEFINITIVE GUIDE

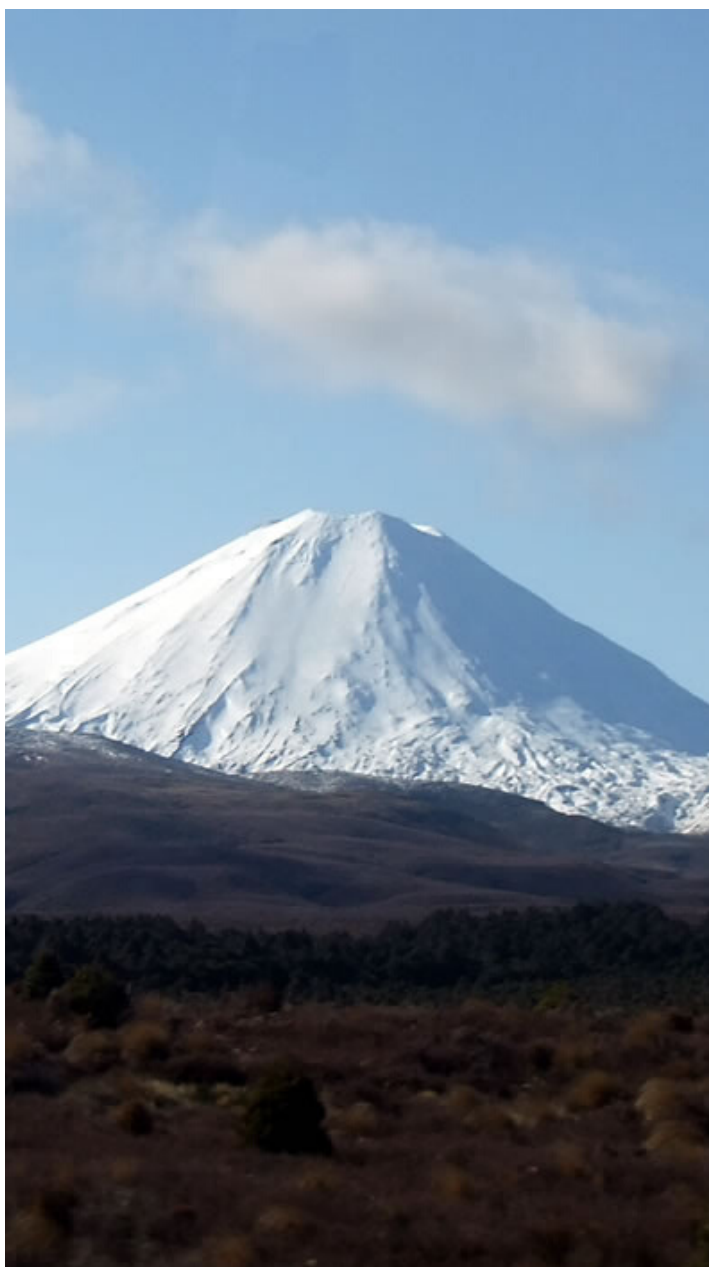
BY

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V.2 English version

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"Real Life Mordor, New Zealand" — Photo: André Carneiro

## Introduction

# GOOGLE ADS THE DEFINITIVE GUIDE

This guide was created with the aim of helping entrepreneurs of all segments, students, professionals and curious people to master and remain at the top of Google Ads knowledge to generate better results in their online and offline businesses.

Feel free to share it freely with anyone you think can make good use of this knowledge, previously restricted to the most experienced Search Marketing professionals.

It is a timeless guide, but we do not encourage its impression because our planet has limited natural resources and is already very close to collapse. Good reading!

## ABOUT THE AUTHOR

### André Carneiro

André set up his first digital marketing agency in 2003. Since then, he has deepened his knowledge in Analytics, SEO, Google Ads and managed funds of approximately half a million Brazilian reais per month in online media. Today, he works as a consultant, speaker and professor in several postgraduate courses in communication and digital marketing.



# **keep learning, everyday.**

This is the only "Definitive Google Ads Guide" possible.

Watch out for magic shortcuts.

Your business thanks you.

André Carneiro