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Google® AdWords® Informational Guide

This informational resource guide will provide you with details regarding how to activate Google® AdWords® on your website. Follow the instructions to complete Assignment 9k: Google® AdWords®.

Getting Started

This assignment is informational only. **Google® AdWords®** is not a free service and if complete the process to activate it in your website you are likely to incur costs. For this assignment, go to:

[Google® Ads | AdWords®](#)

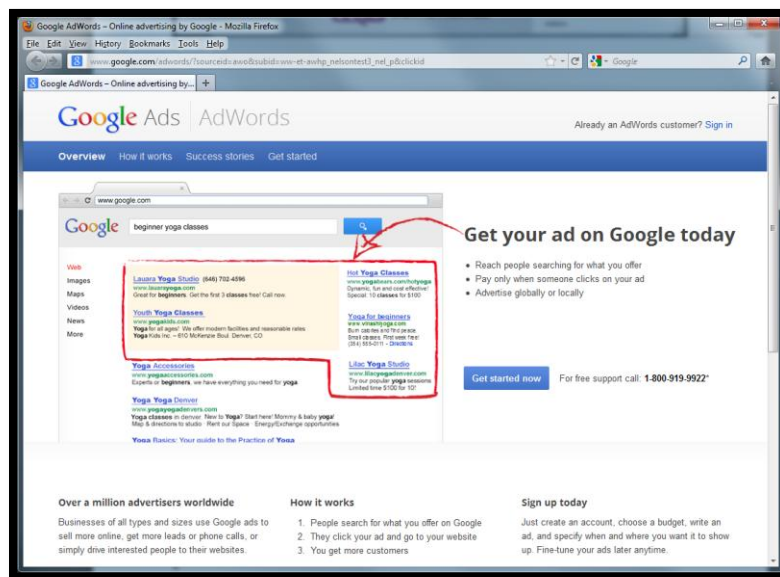


Figure 1 [Google ads | AdWords®](#)

Click on **How it works**. Click on each of the **submenu** options and study the material:



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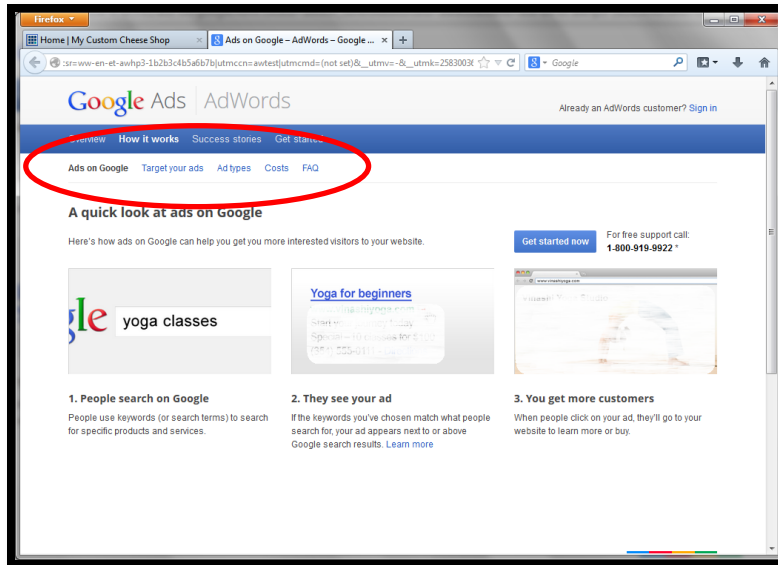


Figure 2 [Google ads | AdWords®](#)

Do the same for **Success Stories** and **Get started**.

Return to **Success Stories**.

For this assignment you will watch any three (3) of the five success story videos.

Based on these three (3) videos, write a 1-2 page report:

- Describe each business
- Explain why they wanted to use Google® AdWords®
- Explain how they felt Google® AdWords® benefited their business
- Give your impressions on Google® AdWords® based on the video



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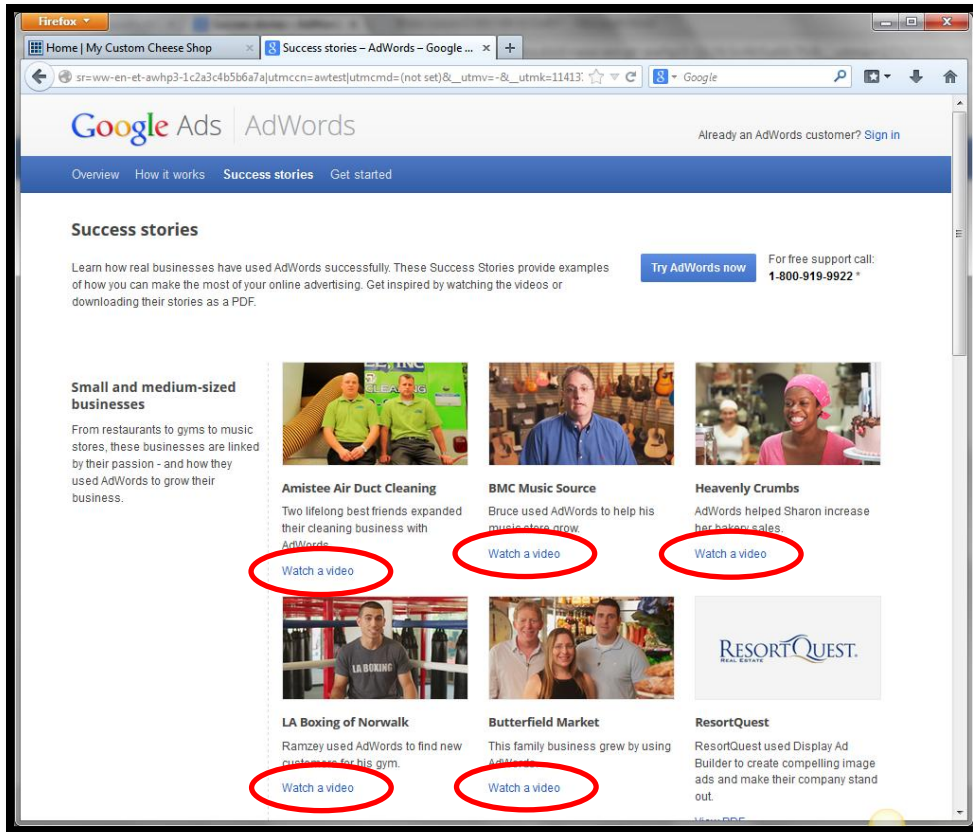


Figure 3 [Google ads | AdWords](#)

Turn in: Your 1-2 page report.



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