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Development was funded by the Department of Labor (DOL) Trade Adjustment Assistance Community College and Career Training (TAACCCT) Grant No. TC-22525-11-60-A-48; The National Information Security, Geospatial Technologies Consortium (NISGTC) is an entity of Collin College of Texas, Bellevue College of Washington, Bunker Hill Community College of Massachusetts, Del Mar College of Texas, Moraine Valley Community College of Illinois, Rio Salado College of Arizona, and Salt Lake Community College of Utah.

This workforce solution was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties or assurances of any kind, express or implied, with respect to such information, including any information on linked sites, and including, but not limited to accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability or ownership.

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:

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(c))) 🖪 www.goo	gle.com/adwords/?sourceid=awo&subid=	ww-et-awhp_nelsontest3_nel_p&clickid	🟫 - C 🚼 - Googie	۶ 🕈
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Businesses of all sell more online,	advertisers worldwide I types and sizes use Google ads to get more leads or phone calls, or ested people to their websites.	How it works 1. People search for what you offer o 2. They click your ad and go to your 3. You get more customers		

Google® Ads | AdWords®

Figure 1 Google ads | AdWords[®]

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



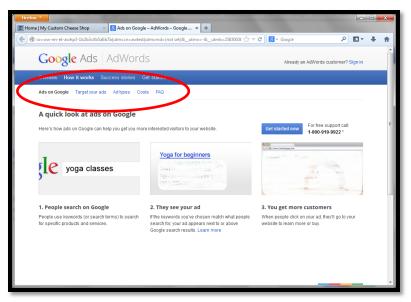


Figure 2 Google ads | AdWords®

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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Turn in: Your 1-2 page report.



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