

## What is AdWords and is it Right for Me?



Google AdWords is Google's online advertising product that can help you attract new customers to your website and grow your business. You create ads for your business and AdWords displays them to people searching for products or services like yours at the exact moment they're looking for them.

**AdWords can be a valuable marketing tool if you're interested in any of the following:**

**Attract more customers to my website**

With AdWords you have the ability to promote your business to people looking for products or services like yours and drive them to your website. AdWords displays your ads on top and next to Google's search results, as well as on websites featuring related content to your products or services.

**Gain more customers in a specific geographic area**

If you want to build a customer base in a specific geographic area, AdWords can target your ads to potential customers in specific countries, states, cities or custom areas. That means your ads will only appear to potential customers in the geographic area you specify.

**Attract customers via mobile devices**

Millions of people access the Internet from their mobile devices to research products and services and search for local businesses. With AdWords, you can show your ads on mobile devices and even allow potential customers to click on the phone number in your ad to call you directly.

**Flexible marketing costs with full control**

With AdWords you're able to manage and control your marketing costs by setting a fixed budget. You select the maximum amount that you are willing to spend, and you only pay when someone clicks on your ads and visits your website.

**Gaining insight into marketing results**

With AdWords you know exactly how many people saw your ad and how many clicked on it to visit your website. When combined with Google Analytics, you can gain more powerful insights. For example, see what pages people visited on your website, how long they stayed and if they became a customer by purchasing, signing up or contacting you in some way.

**Ready to get started with AdWords?**

If you're ready to reach new customers and build your business with AdWords, create an account today by visiting [www.adwords.google.com](http://www.adwords.google.com) and clicking the **Start now** button.

Or, even easier, Ask Joanne to help you get started! [askjoanne@gmail.com](mailto:askjoanne@gmail.com)