

Google AdWords

Grow your business on Google

Hundreds of thousands of businesses like yours are advertising on Google and our content network. Sign up for AdWords and start acquiring new customers today!

How it works?

- Keywords are what people search for on Google.

Keywords are what people search for on Google. our ad appears beside relevant search results.

You create your ads.

You create ads and choose keywords, which are words or phrases related to your business.

- Your ads appear on Google

When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.

- You attract customers

People can simply click your ad to make a purchase or learn more about you. You don't even need a webpage to get started - Google will help you create one for free. It's that easy!

Reach more customers

- Expand your reach through the content network

With hundreds of thousands of high-quality websites, news pages, and blogs that partner with Google to display AdWords ads, the Google content network can reach users all over the web to help you drive conversions. Choose from text, image, and video formats to communicate your message.

- Target the right user in the right context

Using your keywords, Google's contextual targeting technology can automatically match your ads to webpages in our content network that are most relevant to your business. For example, an ad for a digital camera may show up next to an article reviewing the latest digital cameras. If you want greater control, use placement targeting to hand-pick specific sites or sections of sites you want your ads to appear on.

- Measure and optimize your results

With the Placement Performance Report , you have visibility into where all your ads appear. Review your ad's performance on a site-by-site basis to see impression, click, cost, and conversion data, and use this data to identify well-performing sites to target more aggressively and low-value placements that require content optimization or exclusion.

Costs and payment

Concerned about costs? Don't worry—AdWords puts you in complete control of your spending.

- Set your budget

There's no minimum spending requirement--the amount you pay for AdWords is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.

- Avoid guesswork

We provide keyword traffic and cost estimates so you can make informed decisions about choosing keywords and maximizing your budget.

- Pay only for results

You're charged only if someone clicks your ad, not when your ad is displayed.

For local businesses

- Local and regional targeting

Set your ads to appear only to people searching in a particular state, city, or region. Now it's easy to target online customers within, say, 25 miles of your front door.

- Local business ads

Get noticed on Google Maps. People searching for information related to your business will see your location, contact information, and an image of your choosing highlighted on a map of your area. For more information about advertising via Google AdWords service, you can

contact us by phone or e-mail [marketing\[at\]webportal.rs](mailto:marketing[at]webportal.rs) Source: Google.com