battling it out for screen space with major media corporations. Survival and success depend on smart targeting, good research, and tenacious adaptation more than on the brute force of spending. True, deep pockets help when bidding on expensive keywords, but as I discuss in the following chapters, avoiding keyword traps is part of nimble marketing in Google.

Understanding How AdWords Works

Enough theory. Here's how AdWords works. I save detailed instructions in setting up an account and developing a campaign for Chapter 7. As a preview, the following list outlines the basic steps of designing and running ads in Google, in roughly the order in which most people proceed:

✓ Start an account. Starting an AdWords account is pain-free and expense-free. You don't even have to be certain that you'll ever run a single ad. Opening the account simply lets you into Google's AdWords staging area, called the Control Center (see Figure 6-3), where you create and deploy campaigns. No ads are displayed, and no billing occurs, until you activate the account, at which time you provide your payment information. Opening the account gives you access to the Keyword Suggestion Tool, a necessary campaign-planning device.

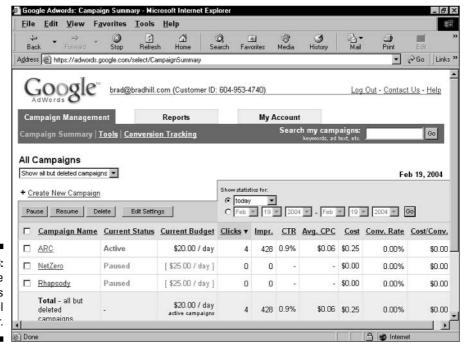


Figure 6-3: The Google AdWords Control Center.