

PLAYER 1 

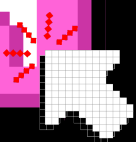
HIGHSCORE 2500

 PLAYER 2

GOOGLE ADS SEO

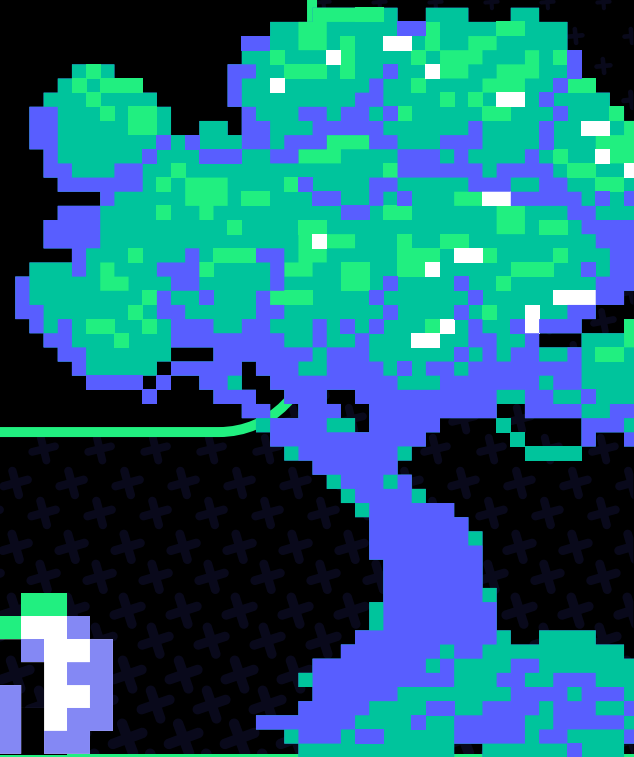
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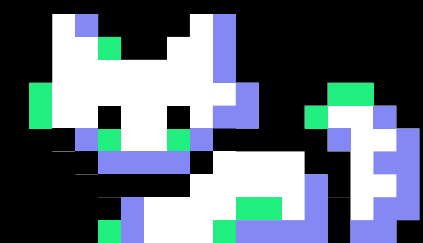


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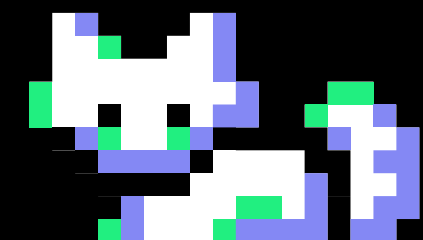
WHAT IS GOOGLE ADS ?

WHAT IS SEO ?

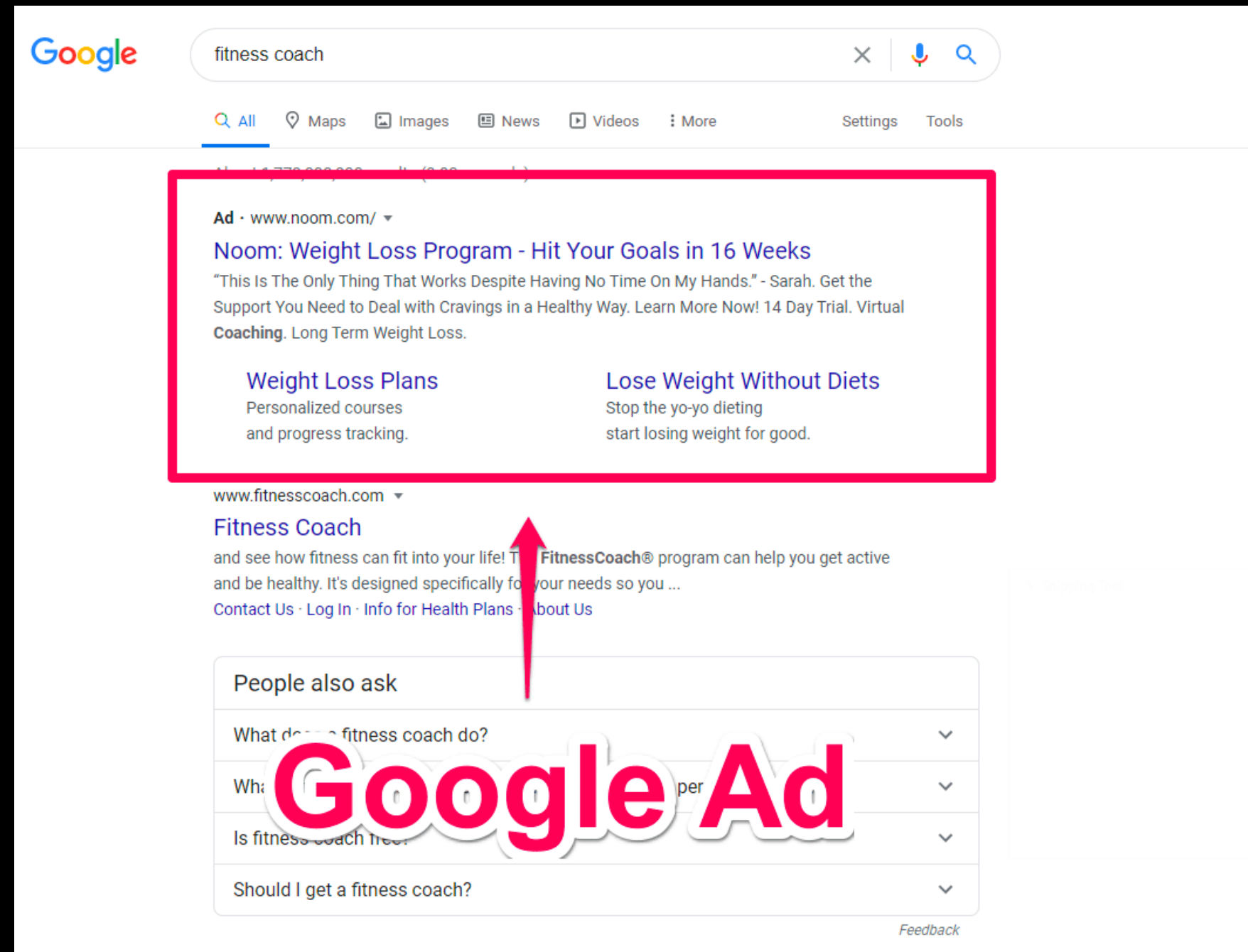


GOOGLE ADS

GOOGLE ADS IS AN ONLINE ADVERTISING PLATFORM CREATED BY GOOGLE. IT ALLOWS BUSINESSES AND INDIVIDUALS TO CREATE AND DISPLAY ADS ON VARIOUS GOOGLE PLATFORMS, SUCH AS SEARCH RESULTS, WEBSITES, AND MOBILE APPS. WHEN YOU SEARCH FOR SOMETHING ON GOOGLE AND SEE ADS AT THE TOP OR BOTTOM OF THE SEARCH RESULTS, THOSE ARE GOOGLE ADS. ADVERTISERS PAY GOOGLE TO DISPLAY THEIR ADS, AND THE ADS ARE SHOWN TO PEOPLE WHO ARE LIKELY TO BE INTERESTED IN THE PRODUCTS OR SERVICES BEING ADVERTISED. IT'S A WAY FOR BUSINESSES TO PROMOTE THEMSELVES AND REACH POTENTIAL CUSTOMERS WHEN THEY'RE SEARCHING FOR RELEVANT INFORMATION ONLINE.



THIS IS WHAT A SEARCH AD LOOKS LIKE



THIS IS WHAT A DISPLAY AD LOOKS LIKE

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Arguments over mental health experts may delay jury selection in Capital Gazette murder trial

It's unclear if jury selection will begin this morning — defense attorneys are meeting with him in lockup currently following Ripken's ruling — or be delayed until the afternoon.

 By ALEX MANN

- He's guilty of the Capital Gazette murders. Now lawyers must pick a jury to decide if he was legally

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Arguments over mental health experts may delay jury selection in Capital Gazette murder trial 34m

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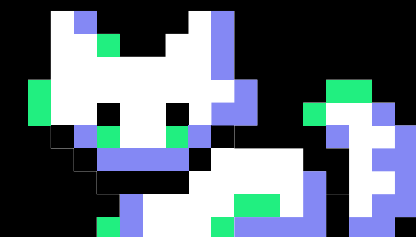
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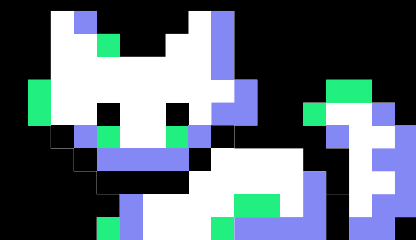
IMPORTANCE OF GOOGLE ADS

GOOGLE ADS IS IMPORTANT FOR A MEDIA AGENCY BECAUSE IT ALLOWS THEM TO REACH A LARGE AUDIENCE, TARGET SPECIFIC DEMOGRAPHICS, AND INCREASE BRAND VISIBILITY. IT PROVIDES MEASURABLE RESULTS, ENABLES PRECISE AD TARGETING, AND OFFERS A HIGH RETURN ON INVESTMENT (ROI) FOR CLIENTS. BY LEVERAGING GOOGLE ADS, DIGITAL MARKETING AGENCIES CAN EFFECTIVELY DRIVE TRAFFIC, GENERATE LEADS, AND BOOST CONVERSIONS FOR THEIR CLIENTS' BUSINESSES.



WHAT IS SEO ?

SEO (SEARCH ENGINE OPTIMIZATION) IS THE PROCESS OF MAKING CHANGES TO A WEBSITE TO IMPROVE ITS VISIBILITY AND RANKING ON SEARCH ENGINES LIKE GOOGLE. IT INVOLVES OPTIMIZING VARIOUS ELEMENTS OF A WEBSITE, SUCH AS CONTENT, KEYWORDS, AND STRUCTURE, SO THAT SEARCH ENGINES CAN UNDERSTAND AND PRIORITIZE IT WHEN PEOPLE SEARCH FOR RELATED TOPICS. THE GOAL OF SEO IS TO ATTRACT MORE ORGANIC (NON-PAID) TRAFFIC TO A WEBSITE AND INCREASE ITS CHANCES OF APPEARING ON THE FIRST PAGE OF SEARCH RESULTS. ESSENTIALLY, SEO HELPS WEBSITES BE MORE EASILY FOUND BY PEOPLE WHO ARE LOOKING FOR THE INFORMATION, PRODUCTS, OR SERVICES THEY OFFER

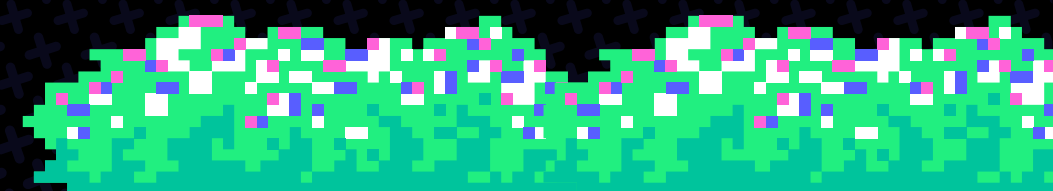
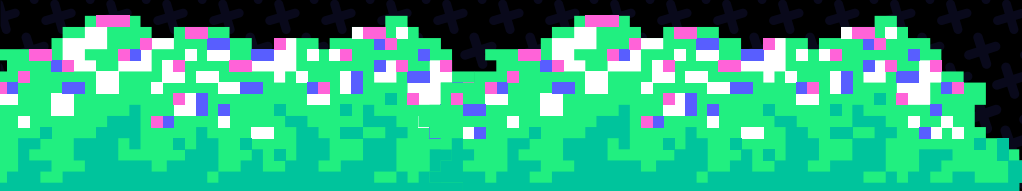
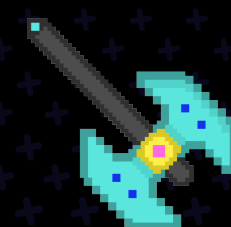


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BACK TO AGENDA PAGE

★ GOING THROUGH ★ GOOGLE ADS AND SEO



MENU



THANK YOU!

ANY QUESTIONS

