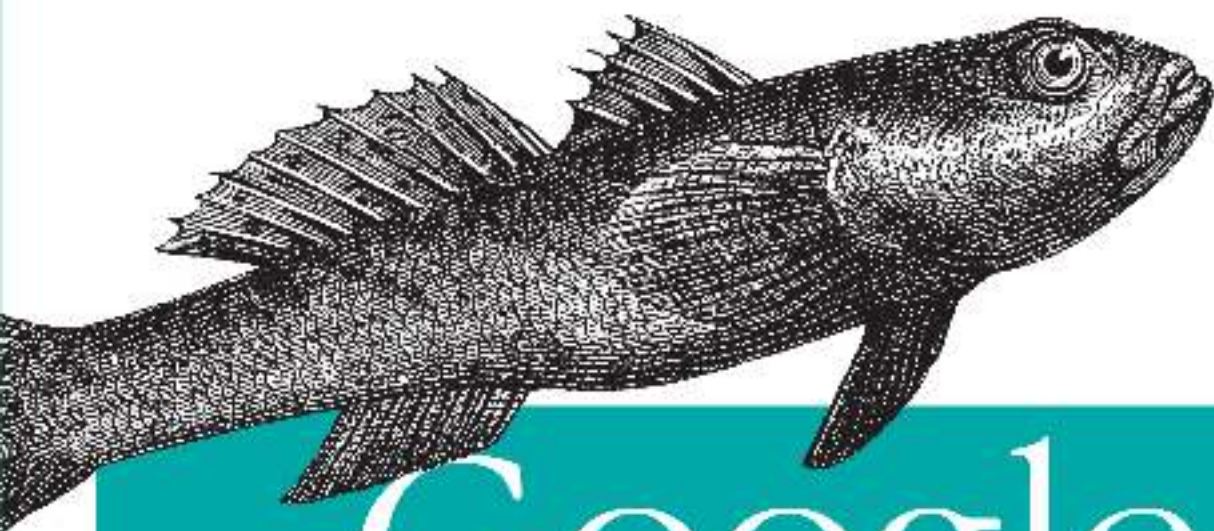


Setting Your Account Up for Success



Google AdWords

O'REILLY®

Anastasia Holdren

Google AdWords

Do people really click the handful of text ads that accompany Google search results? Absolutely. Growth of Google AdWords continues to increase, as does online advertising in the United States. This book shows you how each piece of Google's advertising platform works, focusing on areas that impact the performance and cost of your ad campaigns.

Learn how to create an AdWords account, and then dive into the particulars of setting up your first campaign, optimizing keywords, writing effective ads, and tracking conversions. Most advertisers don't understand how AdWords works. This book gives you an edge.

- Learn the advantages of proper account structure based on tightly knit themes
- Understand AdWords auction and the importance of keyword Quality Score
- Determine your preferred bidding model and daily ad budget
- Evaluate campaign performance by timeframe, keyword, and other criteria
- Hone your keyword list whenever search queries trigger your ads
- Add negative keywords to filter out irrelevant queries
- Outperform competitors and organic search results with targeted ad copy
- Determine conversion goals, and use AdWords tools to track them

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Google AdWords

by Anastasia Holdren

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For Cameron and Scott—thanks, guys.

Table of Contents

Foreword	ix
Preface	xiii
1. Getting Started	1
Introduction to Google AdWords	1
Where Ads Can Appear	2
Google's Networks	3
Creating a Google Account	5
Creating an AdWords Account	8
Managing Account Access	10
Setting Up Your First Campaign	11
2. Account Structure	13
How AdWords Accounts Are Organized	13
Why Structure Matters	14
Your Organization Strategy	16
Service Providers	17
Brick and Mortar—Non-Ecommerce	19
Ecommerce	19
Common Pitfalls	21
Pitfall 1: Duplicate Keywords	21
Pitfall 2: Competing, Nonduplicate Keywords	21
Pitfall 3: Budget Hogs	22
3. Navigating Your Account	23
Interface Overview	23
Setting a Time Frame	24
The Tree View	26
Roll-Up Tabs	27
How to Segment Data	29

How to Find Things in Your Account	30
4. Campaign Settings	33
Intro to Campaign Settings	33
Language Targeting	33
Location Targeting	35
Advanced Location Options	39
Networks and Devices	41
Bidding and Budget	45
Delivery Method	46
Additional Settings	47
Schedule: Start Date, End Date, Ad Scheduling	47
Ad Delivery: Ad Rotation, Frequency Capping	49
Demographic Bidding	50
Social Settings	51
Experiment	53
5. Understanding the Auction	55
How the AdWords Auction Works	55
What Is Quality Score?	57
Why Does Quality Matter?	57
How Is Quality Score Calculated?	58
Where to Find Quality Score	59
How to Improve Quality Score	63
6. Keywords	65
How Keywords Fit Into the AdWords Auction	65
Organizing Keywords	67
Keyword Match Types	68
Broad Match	68
Broad Match Modifier	69
Phrase Match	70
Exact Match	71
Negative Keywords	71
Negative Phrase-Matched Keywords	72
Negative Exact-Matched Keywords	72
Which Match Types Are Best?	73
Keyword Rules and Editorial Guidelines	73
How to Manage Keywords	74
Editing with Google Spreadsheets	77
Keyword Status	78
Managing Negative Keywords	78
How to Use the “See Search Terms” Report	80

How to Use the Keyword Tool	85
Using Google Insights for Search	85
7. Writing Ads	89
Ad Text Requirements	89
AdWords Ad Policies	93
How to Create and Edit Ads	96
How to Write Powerful Ads	99
How to Use Dynamic Keyword Insertion	101
8. Making Ads Stand Out	105
Ad Extensions	105
Location Extensions	107
Location Extensions versus AdWords Express (Formerly Known as Boost)	109
Product Extensions	112
Product Extensions versus Product Listing Ads	114
Sitelinks	115
Call Extensions	117
9. The Google Display Network	121
Intro to the GDN	121
The Networks Tab	122
The Topics Tab	123
The Audiences Tab	124
Top 10 GDN Tips	126
10. Additional Ad Formats	129
Image and Flash Ads	129
Video Ads	132
Mobile Ads	132
11. Bids, Budgets, and Billing	137
How Bidding Works	137
Manual Maximum CPC bidding	137
Automatic Bidding	138
Enhanced CPC Bidding	138
CPM Bidding	139
Conversion Optimizer	142
AdWords Discounter and Smart Pricing	143
How to Decide What to Bid	144
Understanding Billing Options	146
Applying Promotional Credits	147

Monthly Invoicing	149
Click Fraud	149
12. Measuring Success	151
Conversion Tracking	151
Conversion Tracking	154
Search Funnels	157
Google Analytics	159
Glossary	163

Foreword

Have you been online today?

Unless you live in the confines of a cave still not serviced by cellular or satellite, and regardless what day of the week or how early in the morning you might be reading this, the answer is very likely a resounding “Yes, I have.” But it wasn’t that long ago that car phones resembled NASA equipment fit for a mission to Mars and the Internet was something experienced on the family desktop computer, once everyone was done using the telephone for anything else.

Well, the world has changed, and with that change has come a veritable new frontier for the field of marketing. At the turn of the 20th century, John Wanamaker famously said, “I fully believe that half the money I spend on marketing is wasted. The trouble is, I don’t know which half.” And therein lies the fundamental problem of traditional marketing, which we’ve struggled to overcome since before Mr. Wanamaker uttered his famous words.

We’ve put our messages on the pages of newspapers and magazines, sent them out over the airwaves of radio, and made them dance in front of the eyeballs glued to the living room television. We’ve paid the postage for our mail drops, we’ve listed ourselves in all the colors of directory pages, and we’ve purchased lists of potential consumers of our products and services. And in the end, we’ve put forth our best, most educated guesses, and we’ve been left hoping that our target market just happens to be on the receiving end of our messages, just when they need us most.

But back to our question: *Why* were you online today? If you weren’t checking your email, then, most likely, you were searching for something. And to an advertiser, that means you were exposing your *intent*; you were telling the marketers, in your own words, *exactly* what you wanted *at that very moment*. If only we as advertisers could get our hands on you right when you did that search...

... and that is exactly what Google AdWords has enabled us to do. As you read through this book, you’ll see that we no longer need to guess, and we no longer need to waste our advertising dollars on prospects that have no interest in our products and services. If you’re selling, say, sandwiches, then you’re trying your hardest to seek out all those people who are hungry right now, actively on the prowl to solve that problem of theirs

with a sandwich. Wouldn't you love to be there just when someone nearby types "sandwich shop" into their phone so you could jump out with a big sign promoting your sandwiches? Well, that's exactly what we're doing here.

And it gets better than that. Not only can we go after our potential customers by the words they type, but also AdWords allows us to further refine our targeting by things like geography, device, day of week, time of day, networks, websites, demographics, and even interests that users have displayed as they traverse the Web. Wanna offer up a coupon to hungry people interested in food who are searching from a smartphone or a tablet using a signal from a wireless carrier somewhere within 5 miles of your location, only during your hours of operation? This book will show you how.

And how about scale? Through this platform, you can reach more than 80 percent of the entire Internet-using world, showing your ads across the Google properties that have become a staple of our everyday lives, as well as more than *a million other websites*. And all of this is available in an advertising medium that is remarkably accountable. Through flexible bidding options and the tracking mechanisms you'll learn about, through AdWords and tools like Google Analytics, you'll finally be able to control your costs, measure impact, and calculate the return on your advertising investment within a matter of hours of launching your campaigns.

Excited yet? You should be. The bottom line is that Google AdWords has seen such enormous success for one simple reason: for most advertisers, and in most situations, with an understanding of the tool and the right management, *it just plain works*. And this book is a foundational step towards refining or developing an AdWords strategy that works for you as well.

I met Stasia for the first time while on the road as a fellow Google Seminars for Success Leader, and it was immediately apparent that she was truly passionate about showing people how to take full advantage of this opportunity. It goes without saying that she maintains a vast array of knowledge and experience on the topic, but much more importantly, Stasia possesses that rare gift for being able to gracefully and effectively impart a practical—and usable—understanding of it to others.

In the years that have followed, I've had the pleasure of working with Stasia all around the world and seeing this firsthand. In every seminar, at every event, during every training, and inside every consultation, I have watched as she has proven this ability without fail, leaving behind a fresh wave of newly empowered marketers. As you'll see in the pages of this book, Stasia's ability to teach in person translates impeccably well to print, and you couldn't be in better hands when learning how to make Google AdWords work for you.

So whether you're a seasoned veteran looking to brush up your skills or if this is a new journey you're about to begin, get ready—you're about to find the other half of that marketing budget!

—David Booth

Senior Partner, Cardinal Path, and Google Seminars for Success Leader, AdWords, Analytics, Urchin, and Website Optimizer Certified Partner

Preface

Since being selected as an AdWords Seminar Leader by Google in 2006, I've had the opportunity to teach thousands of businesses and organizations how to use AdWords, Google's advertising platform. I believe in the product; if used appropriately, it offers vast online exposure for advertisers. Unfortunately, most advertisers do not understand how AdWords works or hold it accountable to deliver value to their businesses. Some advertisers make money by dumb luck; others waste hundreds or thousands of dollars each month. I've met countless advertisers who gauge the effectiveness of their online campaigns based on gut feelings. I'm generally a proponent of trusting one's gut, but not in the case of online advertising. In this world, it's all about the data.

It's in Google's best interests for advertisers to use data to make decisions about their campaigns. If AdWords is working for a business, and the numbers prove it, that business is likely to continue advertising and potentially allocate more of its budget to AdWords. Conversely, advertisers can use this data to identify what's not working, so they can try something else or stop wasting money.

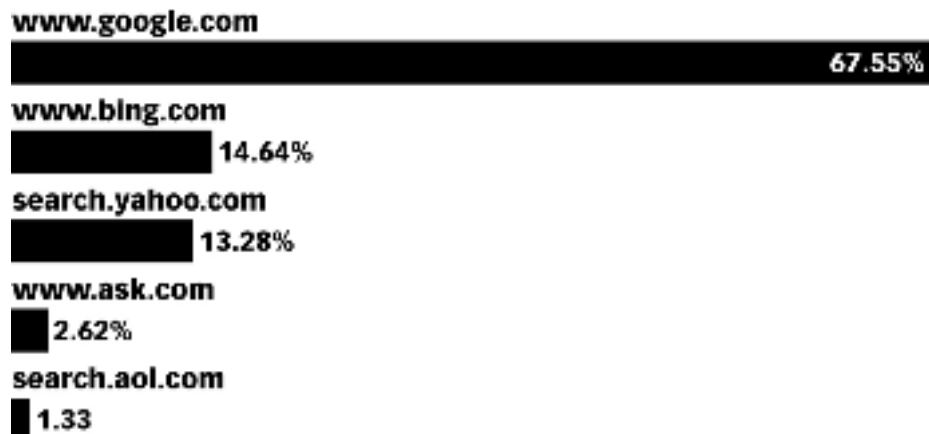
The AdWords platform includes free, simple tools to track and measure performance, down to the individual keyword level. This book is intended to help new and existing advertisers improve the quality of their advertising campaigns and quantify the value AdWords brings to their businesses.

So why Google AdWords? Why not other viable online advertising options like Bing or Facebook? No reason; you should try them all. Everyone has to start somewhere, and AdWords is the logical choice considering the popularity of search and Google's impressive market share of search volume, as seen in [Figure P-1](#).

With AdWords you'll get a lot of bang for your buck ("bang" measured by potential ad exposure, "buck" by the effort and expenditure of setting up and managing campaigns).

In my classes I encourage businesses to promote themselves wherever target customers spend their time online. You may be able to get cheaper clicks or better conversion rates for some keywords on different advertising platforms, but Google AdWords provides the volume necessary to grow your business.

Leading Search Engines Among US Internet Users, Ranked by Market Share of Search Volume, 4 weeks ending July 2, 2011



Source: Experian Hitwise, "US Data Center," July 11, 2011

130111

www.eMarketer.com

Figure P-1. Google.com is the leading search engine by market share of search volume in the United States, according to Experian Hitwise "US Data Center" from July 11, 2011, provided by eMarketer.

I've heard this question at every class I've taught for the past five years: do searchers *really* click on ads? It's an understandable question, because it's difficult to imagine search behavior differing from your own. If you always gravitate to Google's organic results, you might assume ads are irrelevant.

Google's 2010 annual report disproves this assumption. Gross revenue was \$29,321,000,000, and 96 percent of this was advertising revenue derived from AdWords and display advertising. In the third quarter of 2011, Google reported revenues of \$9.72 billion, a 33 percent increase compared to the third quarter of 2010. The numbers prove that people do indeed notice and click on ads to find products, services, or information they are looking for.

According to the digital research company eMarketer, growth for US online ad spending continues to rise. As you can see in [Figure P-2](#), search is the leading category, claiming close to half of online ad spending. Total online ad spending will approach \$49.5 billion by 2015.

This is not to say that paid advertising is the best option for promoting a business online. After all, who doesn't want free exposure from the organic results? The process of optimizing for organic results is called search engine optimization (SEO), and this book

US Online Ad Spending, by Format, 2010-2015						
<i>billions</i>						
	2010	2011	2012	2013	2014	2015
Search	\$12.00	\$14.38	\$17.03	\$18.85	\$20.19	\$21.53
Banner ads	\$6.23	\$7.61	\$8.94	\$9.93	\$10.97	\$11.73
Classifieds and directories	\$2.60	\$3.00	\$3.35	\$3.65	\$3.98	\$4.29
Video	\$1.42	\$2.16	\$3.09	\$4.20	\$5.64	\$7.11
Rich media	\$1.54	\$1.66	\$1.73	\$1.74	\$1.73	\$1.68
Lead generation	\$1.34	\$1.42	\$1.45	\$1.47	\$1.50	\$1.52
Sponsorships	\$0.72	\$0.91	\$1.05	\$1.18	\$1.32	\$1.47
Email	\$0.20	\$0.16	\$0.16	\$0.17	\$0.17	\$0.18
Total	\$26.04	\$31.30	\$36.80	\$41.20	\$45.50	\$49.50
<i>Source: eMarketer, June 2011</i>						
128163		www.eMarketer.com				

Figure P-2. U.S. online ad spending 2010-2015

doesn't cover it. Google's organic algorithm is completely separate from AdWords, and ad spending does not influence organic position in any way.

If high placement in the organic results is your primary objective, AdWords may still prove useful. If you are not sure which keywords to focus on for SEO, you can use AdWords to test and identify profitable keywords. It may take months of work before your website ranks well organically on the selected keywords; in the meantime, AdWords can provide interim exposure. Many businesses do both, because a bigger presence on the search results page improves the chance of connecting with a searcher.

No matter which advertising route you choose, the objective remains the same: help potential customers find your website. In this book, I show you how to connect with potential customers and spend your advertising budget wisely. My teaching philosophy is to keep it short and sweet; this book packs a great deal of AdWords information as succinctly as possible. I hope it helps existing advertisers fine-tune their accounts and new advertisers get off to the right start.

Terminology Used in This Book

If you are new to AdWords and online advertising, there are many terms to familiarize yourself with. The following list covers the most common terms used in online advertising, which are used throughout the book. Refer to the [Glossary](#) at the end of this book for a comprehensive list of terms and definitions.

AdWords

The brand name for Google’s advertising platform. There is no such thing as an “AdWord.”

Clickthrough rate (CTR)

The number of clicks on an ad divided by the number of times the ad is displayed (impressions), expressed as a percentage.

Conversion

When a click on an ad results in a desirable behavior, like an online purchase.

Impression

The appearance of an ad on a search results page, whether someone clicks on it or not.

Keyword

A word or phrase that can trigger an ad on a search engine results page. A keyword is not an AdWord.

Search engine results page (SERP)

The page presented to a searcher after typing a search query into a search engine.

Search query

The word or phrase a searcher types into a search engine.

Conventions Used in This Book

The following typographical conventions are used in this book:

Italic

Indicates new terms, URLs, email addresses, filenames, and file extensions.

Constant width

Used for program listings, as well as within paragraphs to refer to program elements such as variable or function names, databases, data types, environment variables, statements, and keywords.

Constant width bold

Shows commands or other text that should be typed literally by the user.

Constant width italic

Shows text that should be replaced with user-supplied values or by values determined by context.



This icon signifies a tip, suggestion, or general note.




This icon indicates a warning or caution.

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Getting Started

Introduction to Google AdWords

AdWords is the name of Google's auction-based advertising platform. Launched in 2000, it evolved into a hotly contested marketplace for ad position on Google's search results pages. In this chapter I introduce basic AdWords concepts and how to create an account.

AdWords works because it doesn't seem like advertising. To Google's credit, the displayed advertising results are extremely relevant to the searcher's query. Ads are displayed at the moment someone is looking for something and presented as potential solutions to their search query. This relevancy is the key to the effectiveness of the system for both searchers and advertisers.

Ads can appear on Google.com (plus Google search with other country extensions: Google.ca, Google.co.uk, Google.fr, etc.), other websites owned by Google, and websites that are members of Google's advertising network.

AdWords also displays ads on web pages and other places. In the case of websites that display AdWords ads, the ads are not triggered by a search on a keyword; they are contextually targeted to the content of the web page. A person reading movie reviews on Pajiba.com might see ads for upcoming movies, while a person reading the Business section of NYTimes.com might see ads for insurance plans for employees. The most familiar ad format is the text ad, but advertisers can also place image, Flash, video, and other interactive ad formats on computers and mobile devices.

AdWords is not a "set it and forget it" platform. Campaigns should be regularly monitored, performance tracked and measured. A campaign that generated dozens of qualified leads last week may not perform well this week. The auction rules and user interface change frequently, a challenge for advertisers unaccustomed to online software. That being said, a minimal commitment to managing an AdWords account can reap benefits for all advertisers. Like anything, the more you put in, the more you'll get back.

Where Ads Can Appear

Let's review how Google organizes search results. Google displays ads on *search results pages*, abbreviated SERPs (search engine results pages). To keep things interesting, SERPs change search-by-search; Google frequently changes formatting, colors, and layout of results pages. Figure 1-1 shows an example SERP.

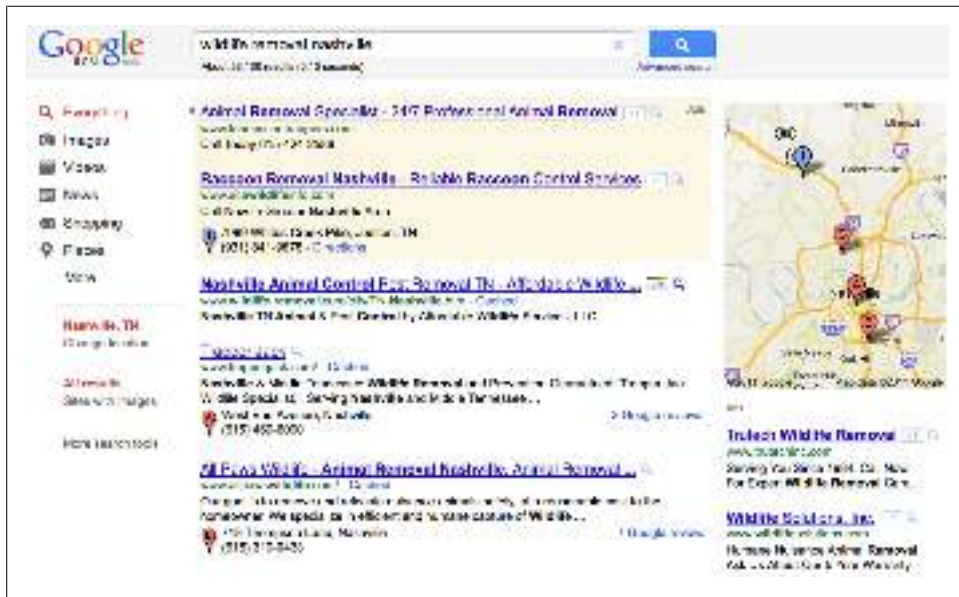


Figure 1-1. Google search engine results page (SERP)

A person went to Google.com and searched for *wildlife removal nashville*. This is called the *search query*. The search results page is created on the fly, displaying the most relevant results Google can identify for that particular searcher at that moment in time.

A single website can appear in multiple sections of the search results page, via AdWords or AdWords Express, Google Places, and the organic results. AdWords ads appear in the shaded box at the top of the page in the center section and the right column. Ads that appear in the shaded box are called *top-ranked ads*. This is a bonus given to advertisers whose keywords and ads closely match the search query, have a high click-through rate (CTR) on the ad and keyword, and meet a minimum bid threshold.

AdWords does not tell you what that threshold is; suffice it to say, aggressive bids are more likely to earn top-ranked positions. Advertisers cannot opt in or out of the top-ranked box; it's determined by algorithm. If no ads meet the quality and bid requirements for top-ranked placement, ads appear in the right column only.

If the shaded box does not appear on the SERP, the first AdWords ad appears in the right column. By default, there are up to 11 ads on a page. People can change this limit

in their browser settings, but you should assume that the majority of searchers use the default settings.

Each business has a single opportunity to display an AdWords ad on a search results page—showing multiple ads for the same business, called double-serving, is not allowed. Advertisers are not charged when ads display (called an impression). Instead, advertisers pay when searchers click on ads. This is why AdWords advertising is often described as *pay-per-click* (PPC) or a *cost-per-click* (CPC) model.

AdWords advertisers compete in a blind, instantaneous auction. The prize is ad placement, and the winners' ads show in higher positions on the search results page. So, a Nashville-based company specializing in the humane relocation of bats might choose to bid on the example keyword `wildlife removal nashville`, in an effort to display an ad to the searcher.

Back to the center column. Below the shaded box appears another set of search results, the coveted *organic* or *natural results*. These results are generated by a separate algorithm. Organic rank cannot be bought or influenced by advertising spending. Clicks on organic listings do not cost money, but it's a misnomer to call them free.

The process of optimizing these organic results is a separate online marketing strategy called *search engine optimization* (SEO), and many companies devote significant internal and external resources to it. If your website does not appear in the organic results, you can use AdWords—at least as an interim measure—to promote the website on key terms.

Search queries that include location-specific keywords often result in SERPs with an additional section labeled Places, shown in [Figure 1-2](#). These results are labeled with a red eyedropper icon. Sometimes Places results are integrated with the organic results, displaying the pin icon with the website's listing. These results have an associated Google Places page for the business.

You may also notice AdWords ads labeled with a blue pin icon. This is a hybrid of AdWords and Google Places called AdWords Express (formerly known as Boost).

Google's search results pages vary, pulling results from other Google websites and products. To take advantage of these opportunities, online marketing strategies may include promotion via Google Merchant Center, YouTube, Google Images, blogs, and more.

Google's Networks

AdWords ads are not restricted to Google's SERPs. Google offers access to a huge advertising network with three major components: Search, the Search Partners, and the Google Display Network (GDN). These networks are referred to as *ad distribution preferences* in an AdWords account. As you can see in [Figure 1-3](#), ad distribution is managed in the Settings tab for each campaign. When creating a new campaign, it's

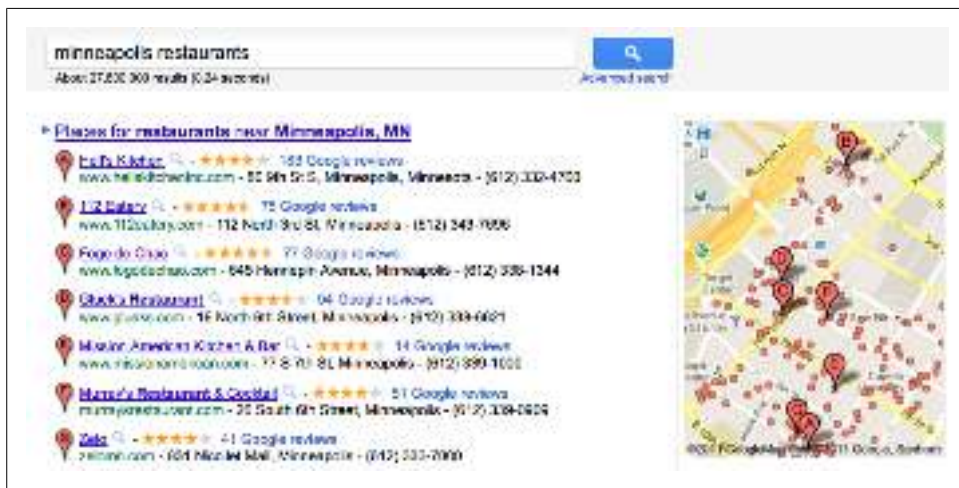


Figure 1-2. Separate section for Places results



Figure 1-3. Ad distribution preferences in campaign settings

important to note that all networks are enabled by default. I discuss campaign settings in [Chapter 4](#).

Search includes Google.com and all other Google search domains ([Google.ca](#), [Google.com.au](#), [Google.com.mx](#), etc.). Search supports text ads only.

The Search Partners, sometimes referred to as the Search Network, comprises a set of websites that use Google’s algorithm for their internal site search function (often labeled “enhanced by Google”). Network membership changes from time to time. As of this writing, the network includes websites like [AOL.com](#) and [Virgin Media properties](#), plus [Google Maps](#), [Google Image Search](#), [Google Groups](#), [Google Product Search](#), and others. [Figure 1-4](#) shows a few examples.

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