

Google AdWords is Google's main advertising product and main source of revenue. Google's total advertising revenues were USD\$28 billion in 2010. AdWords offers pay-per-click (PPC) advertising, cost-per-thousand (CPM) advertising, and site-targeted advertising for text, banner, and rich-media ads. The AdWords program includes local, national, and international distribution. Google's text advertisements are short, consisting of one headline consisting of 25 characters and two additional text lines consisting of 35 characters each. Image ads can be one of several different Interactive Advertising Bureau (IAB) standard sizes.

### **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.