

Title: What Is Google® AdWords?

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AdWords is Google's search engine marketing/advertising program. AdWords is currently the Internet's leading provider of pay-per-click (PPC) advertising. Through the Google® search and content networks, AdWords ads reach as much as 80 percent of all Internet users globally. Google AdWords is the easy, effective way to reach potential customers already searching the Internet for information about your products and services. Simply create your own ads, choosing keywords that help Google match the ads to your audience. You pay only when someone clicks on them. Best of all, your ads could appear alongside/above search results on Google.com and could appear on sites in the Google Network.