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Adwords is nothing but Google is advertising product and it is also the chief source of revenue for Google. The campaign of a large number of companies offers a variety of advertising for them whose main target is to get their websites on the results of search engines for facilitating the Internet search for a particular group of customers looking for specific goods and services. This has led to a substantial increase in the profits associated with an advertising product in case of those businesses thereby bring them in focus of their potential customers over the web.

Companies can easily signup for and they can specify those words that can generate profits for them through the respective ads. For this purpose, they bid on certain keywords through which visitors reach their websites showing up in the search results of Google. Now two basic factors determine the order in which the search query yields the corresponding results.

Number one: the amount of money bid by the company or the advertiser and number two: the quality score of all those advertisements popping up under the corresponding search. Quality score generally depends on three factors namely: the companyâ€™s account history with Google, click through rates through the site operated by Google and relevance of the keywords and text chosen by the advertiser. The minimum bid set by Google for an advertising company is also determined by the quality score.

In conclusion, it can be said that Google Adwords is a very useful tool for the advertisers when it comes to making some decent earnings through pay per click method. Because pay per click will yield quick results in case of paid search rankings, whereas natural organic search engine rankings demand considerable time and patience on part of the advertiser.

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