



Google Income: How ANYONE of Any Age, Location, and/or Background Can Build a Highly Profitable Online Business with Google

Bruce C Brown

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Google is the largest internet company in the world. In the 2006 fiscal year, they managed to generate more than \$6 billion in profit and more than 90% of that income is generated through the use of their advertising program AdWords, a program that paid out more than \$3 billion in the same year to advertising partners. The opportunity to make money with Google is so great that entire companies have been built around working with the search and advertising giant and if you are properly situated, you can tap into that market and start generating your own massive profits.

There are dozens of ways to start making money with Google and because of its digital nature, anyone can do it from anywhere in the world. This book leaves absolutely no stone unturned in cataloging for you every possible method through which you can generate and maintain steady income streams through the world's largest search engine.

Starting with a fundamental discussion of why your online business is different from any form of business ever run in history, you will learn everything you need to know to use Google to create and run your business online. Google's ample supply of tools in the form of Google Base will allow you to list, promote, and sell products that will provide you the foundation of a solid business and this book will walk you through the process of utilizing that service.

You will learn how to utilize Google Base to list a single item at a time, or to create an entire storefront. You will learn how to tap into Google's API and create your own high quality, customized storefront that is unlike anything you have worked with before. Learn how to use your own XML and spreadsheet files for quick product descriptions and a streamlined interface while taking advantage of Google's dozens of different posting categories such as Housing, Vehicles, Services, Jobs, and Vacation Rentals.

You will learn how to craft a winning listing, utilizing the right balance of carefully selected information, well placed imagery, and the right target audience. You will learn how to optimize your postings to work in tandem with your websites and to rank highly in Google's most up to date search algorithm. You will also learn how to start implementing Google's swarm of services such as YouTube, Blogger, Orkut, and Gmail to promote and build your business across multiple social and interactive web platforms, drawing traffic and attention from every corner of the web.

With the help of web and business experts and many in-depth interviews, we have compiled chapter after chapter of advice that will guide you through the process of understanding the inner workings of Google's business and advertising opportunities, as well as how you can best market your business within those tools.

A special chapter is included to guide you through the tricky labyrinth of mistakes that can actually hurt you when selling and marketing through Google, ensuring that you consistently make the most of your postings and marketing efforts. For any business, new or old, looking to the Internet as a tool, this book is an essential

resource to help you make money, take advantage of Google's countless resources, and stay on top of the multi-billion dollar Ecommerce industry.

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