Challenge
advertising
Google
teams
campaigns
five
Students
suggestions
search
online
great
key
knowledge
campaign
can
Pedersen
keywords
team
results
model
students
revenue
guidelines
Google's
develop
AdWords
keyword
SME
websites
clicks
clients
learning
trip
evaluation
Keyword
report
two
professors
marketing
website
percent
real
Using
academic
budget
alongside
engine
SMEs
Advertising
similar
objectives
content
business
experience
media
classroom
countries
related
queries
winning
advertisements
pay-per-click
Interactive
second
multiple
areas
traffic
text
see
will
follow
techniques
materials
2005a
six
academics
course
area
CPM
AdSense
winners
regional
examples
student
ads
ad
based
advertiser
mass
advertisers
structure
reports
terms
displayed
relevant
competition
per
Teams
professor
performance
Online
Marketing
survey several
winner
global
University
critical
engines
free
targeting
options
relevance
user
time
Table
impressions
interactive
us
Yahoo
many
work
make
algorithm
addition
three
PPC
account
Finally
guide
next
click
traditional written
internet
major use
participating
improve
focused
target
information access
provides
texts
won
Fain
finalists