

Job Description for Google AdWords Manager:

1. Sets up your pay-per-click advertising campaigns on Google Search, Google Display Partners, and GoogleMobile Ads.
2. Conducts keyword research to create a list of keyword phrases on which you will be bidding.
3. Creates Adwords Ads that will run on Google Search, Google Display Partners sites (if desired)
4. Tests different ads, by creating different headlines and different ad copy
5. Manages your bids
6. Can tell you what keywords were entered into Google Search, that resulted in your ad being displayed
7. Can tell you how many times visitors clicked on your ad, which ad was clicked on, and which keyword got the ad displayed
8. Works with you to create targeted landing pages for each of your Adwords Ad Groups.