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Google AdWords





AdWords launched in 2000

Number of Google Advertisers: Over 4 million

Google takes up 33% of global digital ad revenue

Businesses make an average of \$2 in revenue for every \$1 they spend on AdWords

Consumers exposed to display ads are, on average,155% more likely to search for brand and segment

About 97% of Google's total revenue comes from advertising

Google AdWords



BE SEEN ACROSS THE WEB

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Search Ads

Your ad appears next to search results on Google. Talk about good timing.



Display Ads

With text and banner ads across Gmail and a network of over two million websites and apps, your ad can show up where your customers are.



Video Ads

Your business comes to life in front of new customers on YouTube. It's a unique way to share your story.



App Ads

Promote your app by running ads across the entire Google network – no design experience required.





Search Campaigns



Create your search ad.

Building your first search ad can take just a few minutes. Start by writing an ad that tells people what you offer.



Locate your customers with keywords.

Next, choose the keywords that potential customers might search for on Google to find your business.



Set your search ads budget.

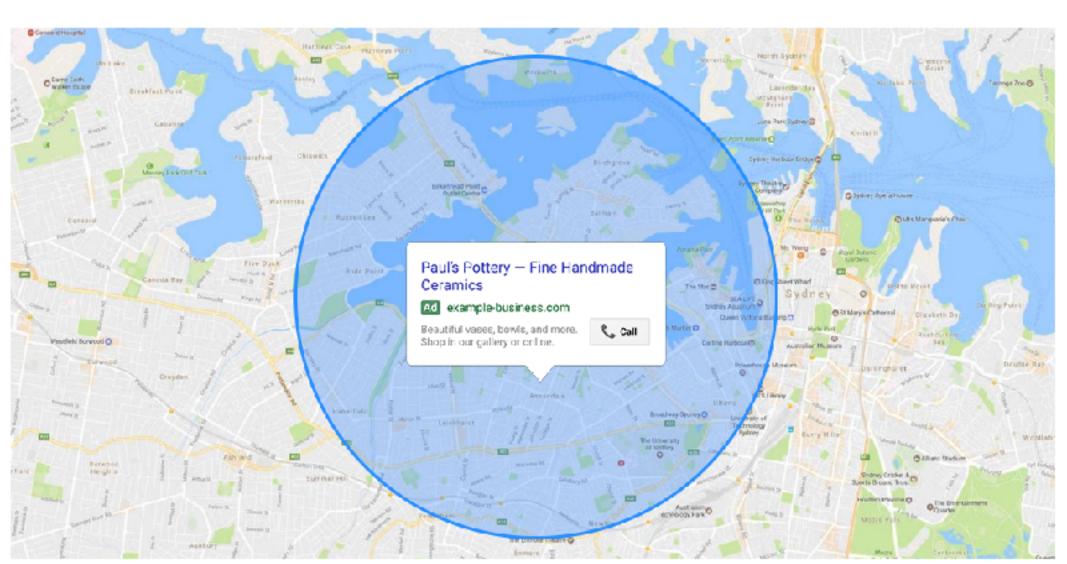
Set a daily budget, and your ad is ready to go live.





Stay local or go global.

Reach out to potential customers within a few kilometres of your business, or broadcast your ads to entire regions or countries. With AdWords, it's up to you.



Google AdWords



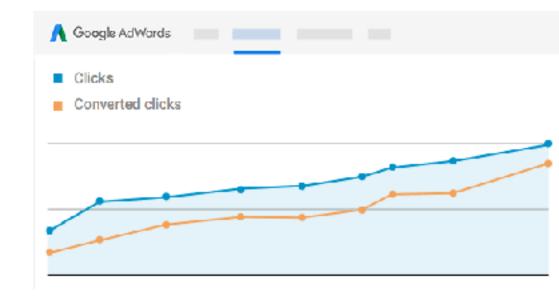
MEASURE PERFORMANCE

Take the guesswork out of advertising.

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See how your ads are doing.

With AdWords you will see how many people are shown your ads, visit your website or call your business. You can even target specific types of people if your business is specialised.



Google AdWords



GET RESULTS

Only pay for ads that pay off.

AdWords won't charge you for displaying ads. Instead, you pay only when someone clicks your ad, views your video on YouTube or calls your business.

As for setting a budget, it's your call. Some businesses spend tens of thousands of dollars a month, and others are comfortable investing several hundred.

🕂 Google AdWords	
Clicks	
Cost	
•	
+	
Campaign	

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Search	About 15,100,000 results (0.27 seconds)		
Web	Ad related to dog washing	Why this ad?	Map for dog washing
Images	Mobile Dog Hydrobath - Macarthur area of Syde www.dirtydogsmobilehydrobathing.com.au/	ney. 10 years.	GWnnalee
Maps	Call us and we can help		Springwood (
Videos	Mobile Dog Wash & Dog Grooming Aus	A Leonay 1303 659 055	Sullaburg 402
News	www.hydrodog.com.au/	C Leonay 1505 Cos Cos	Germore
Shopping	Google+ page ↦ Mobile Dog Wash - Mobile Dog Grooming		©2012 Google Map age 2204
More	- Mobie Dog Wasii - Mobie Dog Gloching		
More	Mobile Dog Wash Mobile Dog Grooming Ser	vices Dog Groomers	Ads - Why these ads?
Blaxland NSW	www.jimsdogwash.com.au/ At Jim's Dog Wash, our team of professional dog groomer	s provide prompt and reliable	Bathing a Puppy
Change location	mobile dog grooming services to give your dog the treatm	nent he or she	www.purina.com.au/ How to do it, how often & how to
-	Dog wash in Melbourne - Book a Dog Wash - Dog Clipp	ing - Dog Grooming Perth	make it fun. Expert advice here.
The web	Mobile Dog Wash - Hydrobath Dog Washing a	nd Grooming Service	Dog wash
Pages from Australia	www.aussiepm.com.au/dog-wash.html		www.aussiepm.com.au/
More search tools	Aussie Pooch Mobile is a mobile dog wash and grooming 369 now! Your dog clean, flea free and smelling great or yo		Aussie Pocch Mobile Ph 1300 369 369 Sydney, Campbelltown, Castle Hill
	James' Mobile Pet Grooming & Hydrobat www.facebook.com/jamesgroomingerru	I4 Strathdon Road Emu Heichts	Advice on Dog Grooming? www.pawclub.com.au/
	Google+ page	0416 646 022	Everything you need to know to keep
	Splish Splash Dog & Cat Grooming Salon	© 3/117 Coreen Avenue	your dog well maintained at PawClub
	plus.google.com	V Penrith	Hydrobaths - Aussie Made
	Google+ page	(02) 4732 1299	www.thebarfshop.com.au/
	Sarah's Dog Grooming	22 Lucy Street	Cnly 10L per wash- Water Wise! Our hydrobaths make washing dogs easy!
	plus.google.com 2 Google reviews	^V Kingswood 0415 709 434	n, a course name nacionago courj.
		(E) Ch Clobe 0143 146 070	Dog Wash Tubs Sale
	Godfrey's Mobile Dog Grooming www.godfreysdoggrooming.com.au'	E) St Clair 0412 246 070	dog-wash-tubs.cheaperoz.com/ All Must Go Save Big On
	Google+ page		Dog Wash Tubs Eargains!
	Dippy Dog Wash	(F) Springwood	Dog Washing Services
	plus.google.com Google+ page	0413 155 249	www.sydneyanimalhospitals.com.au/
	ooogie+ page		Grooming, Cipping & wasning four

Google

dog washing



All

Shopping

About 131,000,000 results (0.65 seconds)

Maps

Images

Jim's Dog Wash | Franchise Opportunities | jimsdogwashsydney.com.au

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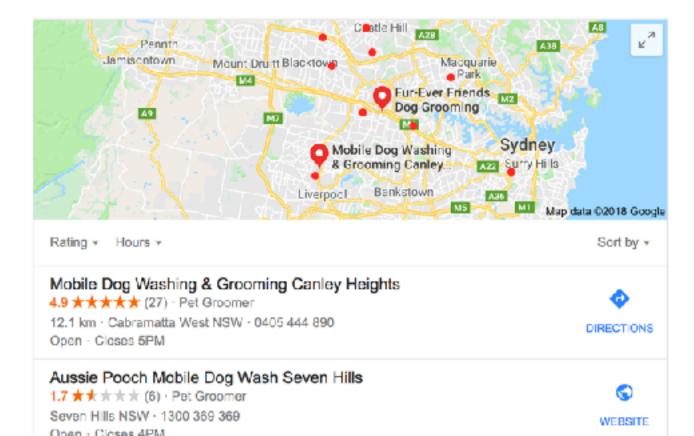
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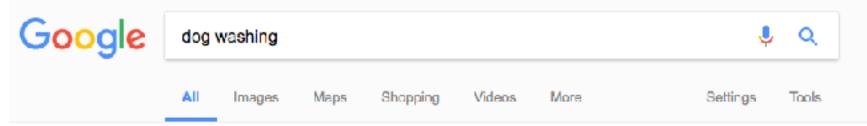
Tools

Settings

Booster Large Elevated Pr - AfterPay & zipPay Availa \$199.99 Catch.com.au ★★★★★ (276)

More on Google





About 2,870,000 results (0.53 seconds)

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Ad) www.aussiepm.com.au/dog-wash 🔻

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Mobile Dog Washing

Ad) www.barkingbathhouse.com.au/dog-wash • 0404 092 192 Professional Dog Washing & Grooming Services in Western Sydney. Call us Pupples · Large Dogs · Breed Trims · Working Dogs · Make A Booking Locations: Penrith, Liverpool, Camden, Blacktown...

Dog Wash Facilities | DIY Dog Wash | Petbarn

https://www.petbarn.com.au > Petbarn Services *

Regularly grooming your dog plays an important role in keeping them healthy and happy. Petbarn "Do It Yourself" dog wash units are conveniently located in ...

Jim's Dog Wash: Mobile Dog Washing & Grooming

https://www.jimsdogwash.net.au/ -

Jim's Dog Wash provides reliable & efficient mobile dog washing & grooming solutions in Sydney, Melbourne, Brisbane, Perth & Adelaide. Request a free quote ...

Dog Wash - Aussie Pooch Mobile

https://www.aussiepm.com.au/dog-wash/ -

At the convenience of your home in our all weather, mobile **dog** wash and grooming unit, our professionally trained operators care for your dog.

Dog Wash - DIY & Self-Service Dog Washing | PETstock | PETstock

https://www.petstock.com.au/store-services/wash 💌

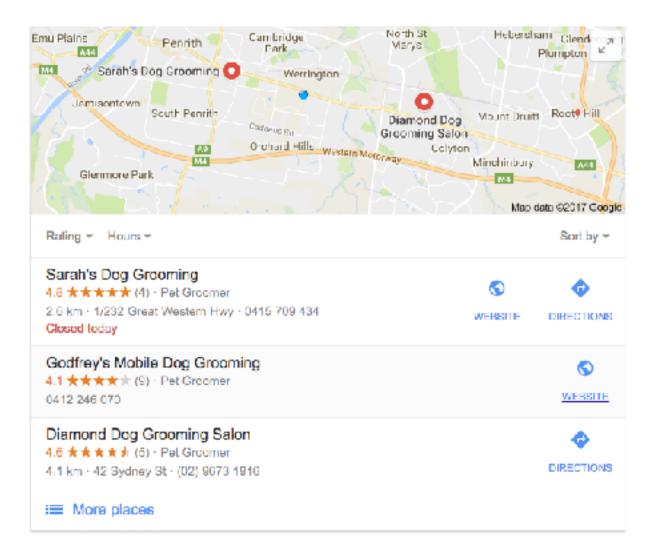
Our stores offer easy access, safe dog wash facilities. Wash your pup without worrying about the mess

Your Local Dog Wash In Sydney - Call Us Today - aussiepm.com.au [Ad] www.aussiepm.com.au/dog-wash *

Mobile Dog Wash & Hydrobath! Aussie Pooch Mobile.

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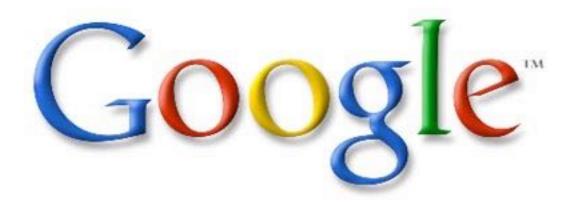
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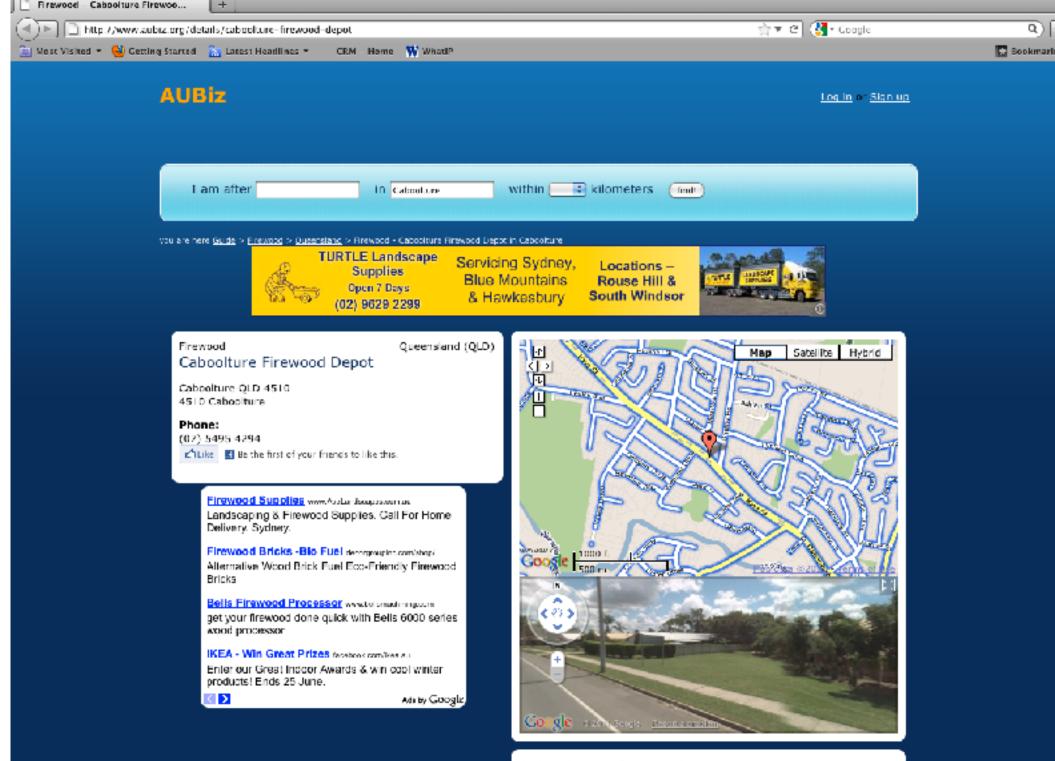
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Firewood Blue Mountains



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Blackheath Firewood specialises in High Quality Firewood, with free local delivery. Professional, reliable service and easy online ordering means you can sit back and enjoy the colder months.



ONLINE ORDERING

 It's now easy to order and pay online. Simply visit the products page, click on the type of wood and the amount you would like. See our Online Specials!

FREE LOCAL DELIVERY

 All Blue Mountains orders between Mt Victoria and Lawson are free! We deliver Sydney-wide, please visit our products page for pricing.

CHOOSE YOUR WOOD

 We have an unlimited supply of Red Box and Yellow box hardwood, as wall as ironbark. Please Visit our Products page to View quantities.



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ADD 💮	
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nice: \$900	hirelighters & Moisture Meter

For Hardwood Mix Orders only, All Prices include GST



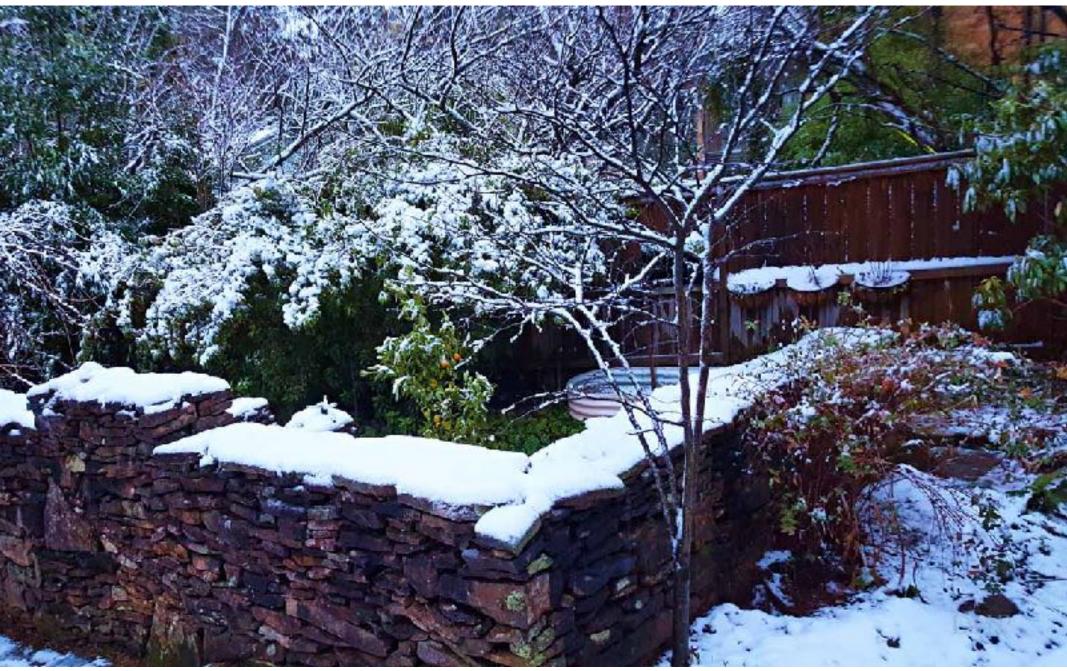
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blue mountains firewood

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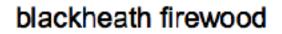
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Blackheath Firewood co.

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Blackheath Firewood only supplies the highest quality seasoned Firewood to the Restaurant industry across Australia. Our firewood is a specialised selection perfect for Pizza Ovens & Wood Fired cooking applications.Professional, reliable & on time service.

To obtain a quote or for further information, please Contact us.



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 Specialising in quality custom firewood for Restaurants and Hotels. Read More...

Proud supplier of the Melbourne food & wine festival Masterclass













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Bank of Melbourne





Specialising in Flavoured Woods

- Olive
- Grapevine
- Lemon
- · Orange
- Peach

- Mallee
- Cherry
- Wine barrel

...and many more

MORE INFO >>

BARBEQUE AND SMOKING FLAVOURED FIREWOODS

Blackheath Firewood is the recognised leader in providing quality & specialised BBQ & Smoking Woods to restaurants throughout Australia. Available in Log or Chip.

Many more flavours of smoking wood are available, please call with details of your requirements.



Apple

One of the best firewood types; it has a heavenly sweet smell which is great for cooking and smoking as it burns hot without giving off much flame. The flavour is mildly smoky with hints of fruity sweetness. Great with poultry and shellfish but will compliment just about anything. Combine the sweet perfume of apple in grilling oysters or even for fish roe.



Cherry

Another of the best firewood types; it burns hot and with a low flame similar to apple. It has a mild fruity flavour that combines well with chocolate. Cherry also combines well in grilling foie grass, as the high fat content lends itself to a fragrant wood that burns with a low flame.



Grapevines

Gnarly grapevines release a rich robust aroma more suited to red meat, game and lamb. Rich smoke with a hint of tartness. Because they tend to be smaller pieces such as vine shoots, this is ideal for fast fires to quickly cook smaller cuts of meat. Alternatively, it can be used along with other woods as a smoking wood to add an aromatic flavour.









ROCKPOOL

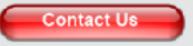


"Michael and Christa have been supplying firewood to Rockpool Bar & Grill in Sydney and Melbourne since we started. The ironbark timber is slow and intense burning, just what we need for a busy restaurant. Being dry and dense the smoke output is not too high and the smoke impact on the food is complex and sweet. They reliable and accommodating. We look forward to a long and fruitful relationship." - Neil Perry

www.rockpool.com



Firewood Requirements.







"Balla uses Blackheath Firewood's premium seasoned ironbark for the way it burns and the flavour it imparts to anything that's cooked on it- fish, meat or vegetable. Proprietors Michael and Christa not only provide great service but are genuinely lovely people." - Stefano Manfredi

Balla Restaurant

BLACK by ezard





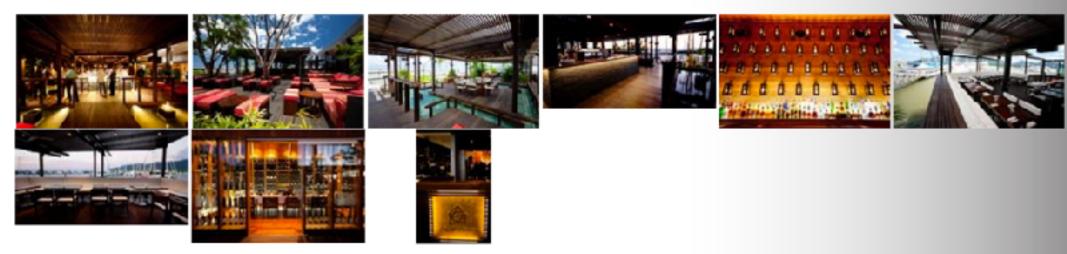




"The combustion and unique slow-burning nature of the Ironbark from Blackheath firewood enables us to reach and sustain our desired cooking temperature for a long period. It is equally important to us that our firewood is locally sourced from century fellen trees, in a sustainable manner by Blackheath Firewood." Teage Ezard, BLACK by ezard

www.blackbyezard.com

SALT HOUSE



"We searched for the best firewood for our grill, Blackheath firewood company are second to none,making the long drive all the way to Salt House in Caims with what we belive is the best firewood in Australia,thank you Michael &Christa best regards Fintan Rafferty"

www.salthouse.com.au

CHISWICK RESTAURANT AND BAR



Chiswick Restaurant and Bar by Matt Moran & Peter Sullivan

www.chiswickrestaurant.com.au

Blackheath Firewood co.

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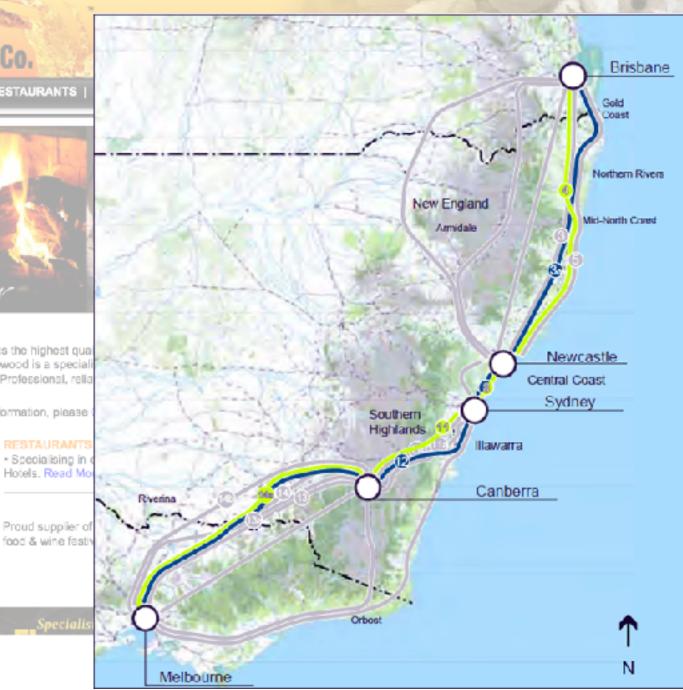
Blackheath Firewood only supplies the highest qual industry across Australia. Our firewood is a speciali Wood Fired cooking applications.Professional, relia

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