

JM Internet Group Announces Revised of Best Books on Google Ads (AdWords) for 2020

The JM Internet Group provides SEO, Social Media Marketing, and Google AdWords training and courses for busy marketers and businesspeople.



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The JM Internet Group, a leader in books and online learning on [Google Ads](#) (AdWords), Social Media Marketing, and SEO (Search Engine Optimization), is proud to announce its fall 2020 update to its list of the [best books on Google Ads](#) (formerly called Google AdWords) for 2020. The company produces much-read lists of the best books on digital marketing, and as online advertising grows, so does the demand for curated lists of the best books on the topic.

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Jason McDonald

“Google Ads is increasingly a necessary evil when it comes to online marketing, and so the smart marketer should refer to more than just one book on the Google Ads platform,” explained [Jason McDonald](#), director of the JM Internet Group. “Our newly updated book list on Google Ads helps marketers find the top-rated books on digital advertising and then add them to their reading list.” Google Ads

The new list of best books on Google Ads can be found at <https://www.jm-seo.org/2017/06/adwords-books/>. The book list is updated twice each year to reflect new and bestselling books on Amazon on digital advertising. It should also be noted that the JM Internet Group's own Google Ads Workbook is featured on another popular list of best-selling and top-rated books on Google Ads at <https://www.nigcworld.com/wp/10-best-books-google-adwords-2014-boost-ppc-advertising-profits/>.

BEST BOOKS ON GOOGLE ADS: Online Advertising Explained

Here is background on this release. The JM Internet Group is an innovative publisher of books by its director, Jason McDonald, on digital marketing including books on how to advertise on Google

and other PPC (Pay-per-click) venues. One of the key aspects of its publishing model is to showcase not only its own content but also curated content by others on various digital advertising topics. Each year, the company produces a list of zero cost tools called The Marketing Almanac, for example. That book compiles all known zero cost tools in areas of marketing, SEO, social media, and Google Ads. In addition, the company scours the Internet and Amazon to identify the top-selling and highest quality books on how to advertise effectively on Google and other search engines. The newly updated list of books for 2020 is a marker in this endeavor. It should also be noted that Jason McDonald, the author, is a recognized Google Ads expert witness at <https://www.jasonmcdonald.org/adwords/adwords-expert-witness/>.

ABOUT JM INTERNET GROUP

The JM Internet Group provides SEO, Social Media Marketing, and Google AdWords training and courses for busy marketers and businesspeople. Online search engine optimization training helps explain keywords, page tags, link building strategies and other techniques needed to climb to the top of search engine rankings for Google, Yahoo, and Bing. The teaching methodology is hands on, with live examples and discussions, taught from the convenience of each student's computer.

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