

## What is a certified Google AdWords Specialist?

**Certified Google AdWords specialists** are web marketing experts. They are consultants and agencies whose mission is to help their clients getting a better visibility on search engines using **online commercial links campaigns (SEM)** or **natural referencing optimization (SEO)**.

To be recognized as an AdWords specialist, the expert must follow a certification program leading to an accreditation delivered by Google. This accreditation requires having a deep understanding of the management of commercial links campaigns, passing a series of advanced examinations and continuously improving one's skills in the management of online advertisement campaigns.

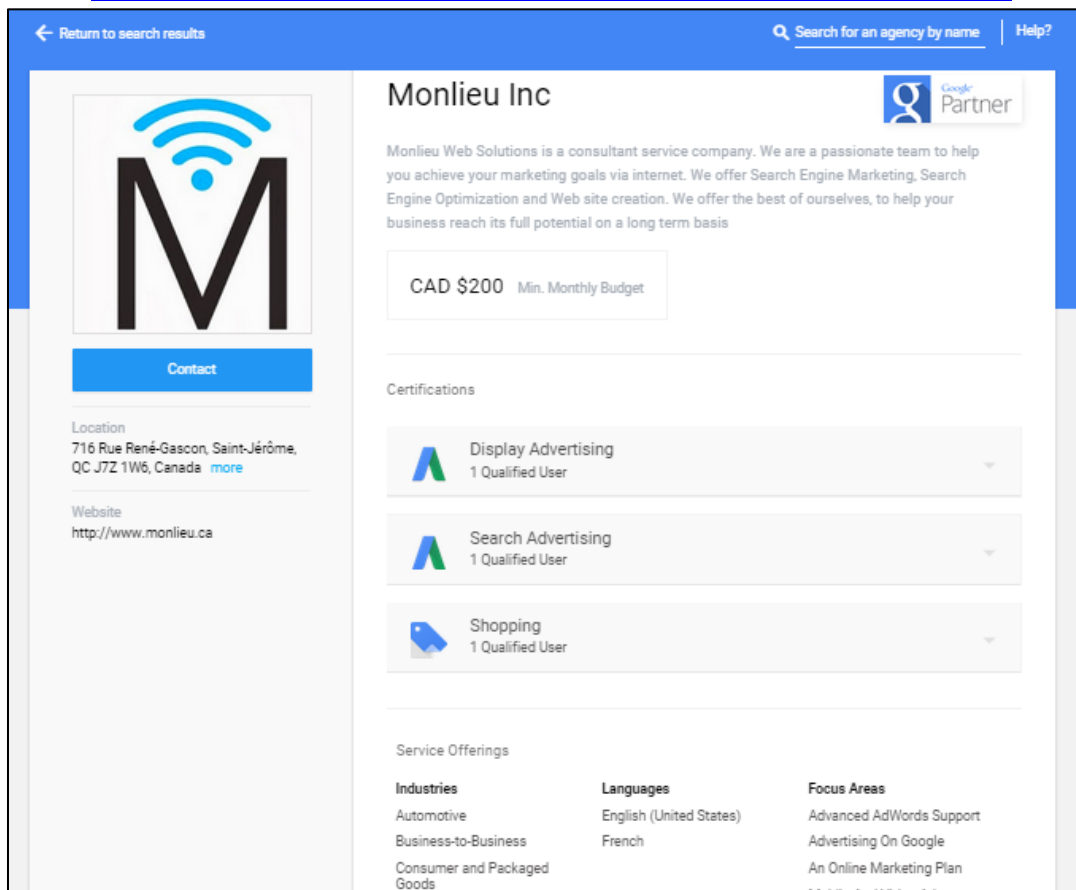
**The Google certification assures you of high quality services,  
for a maximal return on your investment.**

In addition, to favor an optimal management and implementation of the online ad campaigns, the certified Google AdWords specialists are assisted by appointed personal Google strategists.

But beware! Many consultants or agencies claim that they are AdWords specialists even though they have no official Google certification.

Follow this link to view the confirmation of Monlieu Web Solutions' certification on Google's site:

[https://www.google.com/partners/?hl=en-US#a\\_profile;idtf=1769870192](https://www.google.com/partners/?hl=en-US#a_profile;idtf=1769870192)



The screenshot shows the Google AdWords Partner profile for Monlieu Inc. The profile includes the company logo, a description of their services, a minimum monthly budget of CAD \$200, and a list of certifications: Display Advertising (1 Qualified User), Search Advertising (1 Qualified User), and Shopping (1 Qualified User). Below the certifications, there are sections for Service Offerings, Industries, Languages, and Focus Areas.

Industries	Languages	Focus Areas
Automotive	English (United States)	Advanced AdWords Support
Business-to-Business	French	Advertising On Google
Consumer and Packaged Goods		An Online Marketing Plan
		Mobile And Video Ads