

Acing Google AdWords



Mastering the
Art of Internet
Income will Set
You Free

Anthony Morrison

Everything You Need to Know to Make Your Site a Success!



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Introduction

AdWords is the foundation of a successful advertising campaign. It is one of the easiest and most effective ways to advertise. However, there are several things one must learn in order to get the most out of AdWords.

Many people jump into AdWords and start advertising without learning the specifics. Because of that, they are not able to convert large amounts of customers.

We are going to teach you everything you need to know in order to have a successful campaign. When you finish this book, you will no longer make the mistakes your competition is making. You will be able to move ahead and make lots of sales with AdWords.

When you finish this book, you will know how to:

- Pick the right affiliate program
- Set up your AdWords account
- Pick the right keywords
- Set the proper budget
- Improve your quality score
- Write a high quality ad that will sell
- Drive traffic to your site
- Make conversions



You will have all the tools you will need to become a successful advertiser. When you learn how to advertise, you will have:

- More money
- Less stress
- The foundation of a strong business

This book will help you make lots of money. If you follow the guidelines listed, you will be able to generate lots of traffic, and turn that traffic into money.

In the first chapter, we are going to discuss picking the right affiliate company and products. After you learn how to pick the company and products, we will dive into AdWords. You will learn how to take the information and become successful.





Choosing an Affiliate Program

Your affiliate program is the key to making money online. You want to pick a solid affiliate program so you can get lots of sales with AdWords. Picking an affiliate program can be confusing for many people. Some programs come with a list of rules, and the rules can be a bit off putting.

There are lots of programs out there that allow you to have access to their products without having to follow lots of rules and guidelines. We are going to help you pick one of those companies.

Choosing a Company

If you want a program that offers simple setup, look into ClickBank, Commission Junction or Link Share. These three programs have lots of products to choose from, solid commission and they are easy to join.



They will also give you instant access to their products. Once you pick the program, you need to choose the product.

Picking a Product

You need a product that will offer two things. Your product should:

- Be a product that can sell
- Give you a decent commission

If you have product with a high commission but rarely sells, you will not make the money you want. On the other hand, if you have a product with a low commission that



sells constantly, you will not make much money either. You need a product that sits somewhere between the two.

Of course, if you can find a product with a high commission that will fly off the shelves, you should select it. In most cases, though, you will need to find products that have a balance. You can make money if the product offers a decent commission and will sell frequently. The commission will add up and you will be able to generate a large income.

Research the Product

After you find the product you think you want, take the time to research it. See how other affiliates are doing with the product so you will be able to tell if it is profitable.

You can do a simple Google search in order to find out how people are doing with the product. See who is selling the product, and also find out what customers are saying. This will give you a good idea of what people think of the product, what kind of demand it has and if you will be able to be successful.

After you find a product, or set of products, you want to sell, you will be ready to get started with AdWords.

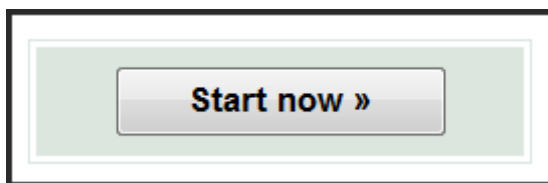
In the next chapter, we are going to set up your AdWords account.





Setting Up Your Account

Before you can begin making lots of money with AdWords, you have to set up your account. The account creation process is relatively quick and easy. Still, you want to make sure you go through the process correctly in order to set up an account that will allow you to make the most money with AdWords.



Start at <http://www.AdWords.com>. Once there, you will need to click the sign up button so you can get started. Once you start the sign up process, you will have to choose

the starter or standard edition of AdWords. Choose the standard edition, as you will need to use the advanced tools that come with that edition.

Next, you will be asked to select your language. After that, you will have to choose where you want your ads to be displayed.

Right now, though, you are simply trying to set up your account. That means you can select anything in order to get the account up and running. Thus, you can simply choose ‘countries and territories’ for your ad targeting.

Later in this book, we will discuss ad targeting, but for now, you can use generic settings.

Now you are going to have to actually create your ad. Consider this to be a “dummy” ad. You are not going to display this ad to anyone. You are just going to write the ad so you can have your account ready.

Create your first campaign

Getting started

1. Choose your budget
2. Create your ads
3. Select keywords that match your ads to potential customers
4. Enter your billing information.

You will incur a one-time **activation fee** upon account creation.

You will also have to input keywords. Again, you can choose anything. This ad will be changed as soon as we are ready to have your campaign go live.



You do need to pick the right currency for payments, though. That cannot be changed. Also, include the correct payment information.

After you have entered your sign in information, it will be time to take a look at everything AdWords has to offer.

You will learn everything you need to know to set up a successful AdWords campaign, and that starts with learning about the AdWords quality score.





Understanding Your Quality Score

In this book, we will discuss quality score. Your quality score is very important to your AdWords campaign. If you have a high quality score, your campaign will be much more effective. With that in mind, you need to understand how to get a high quality score. Then, you can take this information with you as you create your ad.

Quality Score Impact

Google uses a ranking system when displaying AdWords ads. The ranking system does several things. First, it decides where the ad is positioned. That means you cannot possibly get a top spot if you have a low quality score, unless there is not any competition. Next, it decides how often your ad is displayed. It also dictates how much you will have to pay for keywords.

Ad Showing? **Yes** Quality Score: **Great**

✓ **Quality Score: Great (10/10)** ⓘ

What should I do?
Keep it up! Your keyword, ad text, and landing page quality are high. Continue to track your keyword and ad, however, as performance data can change regularly.

Details of the quality score

Keyword Relevance ⓘ	✓ No problems found.
Landing Page ⓘ	✓ No problems found.
Landing Page Load Time ⓘ	✓ No problems found. Load time is faster than the average in your server's geographic region.

As you can imagine, your quality score is incredibly important. If you have a low quality score you will not possibly be able to get as much as you would like out of your AdWords campaign. Because of that, we are going to take time to explain your quality score. Then, throughout the book, you will learn how to create your ads in a way to have the best quality score possible.



In order to assess a quality score, AdWords looks at:

- Click through ratio (CTR)
- Content of your ad
- Ad groups
- History of your ad
- Your landing page

Each item is assessed and then your quality score is given. In order to have the best quality score, you must understand how each aspect factors in.

CTR

Your click through ratio is the number of times your ad is clicked on in relation to the number of impressions the ad receives. An impression is made every time your ad is displayed.

You want to have the best click through ratio possible. If your ratio is not high enough, you will be penalized with a low quality score.

In this book, you will be given lots of information for how to increase your CTR. Be sure to implement all of the strategies so your CTR and quality score will increase.

Ad Content

Your ads must contain keywords in order to have a high quality score. Your keywords must be relevant to the ad, as well as your landing page. If you fail to use keywords in your ad copy, you will not receive a high quality score. In addition, if you do not make proper use out of the keywords, you will also receive a low quality score.

Later in the book, we will go over the importance of keywords and how to implement them in your copy. Be certain to follow the guidelines so you will have the highest quality score possible.

Ad Groups

You need to use ad groups in your campaign so you can target your campaign. Ad groups make campaigns more relevant and they allow you to separate your keywords. You want your keywords to be in groups so those groups can serve certain ads and demographics. Ad groups will allow you to do this.

We will go into ad groups in greater detail in this book. You will learn how to use them to maximize the power of your campaign and increase your quality score.



History of Ad

With AdWords, your history will haunt you. If your ads have not performed well, Google will assume they will continue to perform poorly. Because of that, you will have to pay more per click and your ad will not be displayed as often.

The only way to fix this is to improve the quality and performance of your ad. Then, over time, your ad will become more powerful as the quality score improves.

Your history can also help you. If you have ads that have performed well over time, Google will assume your ads will continue to perform well. Because of that, you will get to purchase keywords at a lower price and your ads will get preferential treatment in regards to how often and where they are displayed.

In the next chapter, we are going to discuss the landing page and its relation to your quality score. The landing page has become more important in recent years, which is why we have devoted an entire chapter to it.





Landing Pages and Quality Scores

Google makes sure the landing pages that ads are directed to are high quality pages. If they are not of a certain quality, AdWords will not grant them a high quality score.

When assessing the quality of a landing page, AdWords looks at:

- Relevance
- Originality
- Transparency
- Navigability

Relevance

The landing page has to be relevant to the advertisement. Many people have tried to fool potential customers and AdWords by using landing pages that are not relevant. That is why it is important for advertisers to take the time to make sure they have the best page possible.

You also need to make sure you direct traffic to the right page of your site. If you are not directing traffic to the relevant page, your quality score will go down.

Originality

The site must include information, and that information must be original. If it is a duplicate site, it will receive a low quality score.

Some advertisers try to make advertising easier by creating one site, and then using the same site on multiple URLs. This is not a good idea. Eventually, AdWords will realize the sites use duplicate content. Once that happens, the quality score will plummet.

Transparency

A landing page with transparency gives information about the business, explains what the business does with personal information and states how the site interacts with a visitor's computer. Sites that do not offer transparency will not receive a high quality score.



Be sure to include transparency on your site. Not only will it help your quality score, but it will also make your customers feel safer when they do business with you. You will gain the trust of others, which means your sales will go up as well.

Navigability

In order for a landing page to have navigability, it must be easy for visitors to find what they are looking for, load quickly and not overuse popups and other obtrusive elements.

As tempting as using lots of popups can be, use other methods to gather information from visitors. An email sign-up form can be useful, and it will not diminish your quality score.

In addition, if you use flash, make sure your site still has a fast load time. A static webpage will allow your site to load quickly, and it will also be cheaper and easier to create.

Creating the Best Landing Page

A weak landing page will also make your quality score go down. It is important you create the best page possible. There are guidelines you must follow in order to make a page that will give you a high quality score.

- First, use title tags with keywords. Your title tags should be relevant to the content on your page. Use keywords in your tags that are present in your AdWords campaign.
- Have a site with lots of great content as well. You can have reviews, articles and other information on your website. That way, AdWords will view your site as a place where visitors can have a positive experience. This will help your quality score a great deal.
- Be sure to use titles and headlines that are relevant to the product and services you are offering. When your site is crawled by Google, they will look at the title and headlines of your site. If they do not feel your titles and headlines are relevant, you will automatically be assigned a low quality score.
- You also want to make sure you choose a domain that is relevant. When you purchase a domain, it should relate to the product or service you are offering. If possible, have your keyword in your domain name. This will help out a great deal. A generic domain will harm your quality score, and it will also hurt your business. People need a domain name they can remember and relate to a product, and thus you want to have a relevant domain name.
- You should also have a 3% to 5% keyword density on your landing page. The keyword density will not only make your site more relevant to your readers, but it will also make the quality score go up.



When you put the keywords in your text, be sure they are relevant. At one time, people used a lot of black hat SEO practices. They would use keywords on sites for the purpose of driving traffic. The keywords would not relate to the copy on the site. Now, this will cause your quality score to plummet. If your landing page uses black hat SEO tactics, your ad will likely not even be shown.

Now that you know what it takes to have a great landing page, we need to discuss what you need to do if your quality score is low.

Poor Quality Score

What happens if your quality score is poor? If your ad campaign has been blacklisted as irrelevant, you will need to close down the campaign and start fresh.

If that does not work, you will have to actually move your domain. Your domain is flagged at that point, so you will need to shut down the campaign, move the domain and then start a fresh campaign with new ad groups.

You will know if your campaign has been flagged as irrelevant. When that happens, your minimum bids for keywords will be outrageous. You will likely have to pay \$10 or more a click. As you can imagine, this is not profitable.

When you set up your new campaign, you need to go over the guidelines we listed for landing pages and ads. Be sure to incorporate everything into your campaign so you will not be plagued with a low quality score again.

In the next chapter, we are going to discuss single page and multiple page landing pages, as well as direct linking. These issues will affect your campaign, which is why it is important to follow all guidelines.





Landing Pages and Linking

As you set up your advertising campaign, you might feel a bit overwhelmed. There are lots of things to decide. In this chapter, we are going to discuss landing pages further. First, we will talk about the single page landing page, and then we will talk about direct linking.

Single Page or Multiple Pages?

The single page landing page has gained in popularity in recent years. It is easy to put together, which makes it a favorite for many marketers. The problem is, though, Google thinks users get a poor experience when they visit a single page landing page. Thus, it is imperative for you to create a site with several pages.

You can easily use this to your advantage. Not only will such a site help your quality score but it can also help your business. You can focus different pages on different keywords so you can drive traffic and sell multiple products at one time.

You need to link the pages together so Google will read the links. This will help your quality score a great deal.

Remember, when you are creating your landing page, you are not just creating the page to direct traffic from your AdWords campaign. You actually do want your visitors to have the best experience possible. Fill your site with great content and then watch as your sales increase.

Direct Linking?

There is a debate about direct linking and landing pages. If you use a landing page, you have an actual page in place. You receive the traffic and then use the landing page to convince them to buy the product. Once they decide to make the purchase, they will be redirected to the affiliate page, where they will buy the product and you will get the commission.



Direct linking takes out the middle man. Your pay per click traffic will be sent directly to the affiliate site. If you use ClickBank, your traffic will use your hop link in order to go straight to ClickBank.

Make the Switch Today!

Can your dog's health wait another day? Do you want to feed him the poison in your dog food? Do you really want to continue on the path of destruction? You are playing with your dog's life. It is time to change the game and give him health.

Are you ready to give your dog back the gift of health? Click here for your **FREE SAMPLE** of Flint River Ranch.

Clean Out the Cabinets

Make the switch today and clean your cabinets out. Get rid of the poisons that have hurt your dog and get him back his health and happiness.

You have no risks and no obligations. Simply order your free sample of Flint River Ranch dog food. The difference it makes.



CLICK HERE and take a stand against the poisons in your dog's diet.

Maximum of \$10 off on 10% off offer (excluding sample packs)
Free sample offer is limited to first time Flint River Ranch customers.
We are not giving medical advice. Check with your vet regarding your pet's health and diet.

They will then be able to purchase the product. Once again, you will receive the commission.

In both cases, the customer was able to buy the product. What is different, though, is the experience. In fact, there are quite a few limitations that come with direct linking.

That is not to say direct linking only comes with limitations. There are positive and negative aspects of direct linking that must be examined.

Problems With Direct Linking

Be sure to take a look at all of the problems involved with direct linking. Many people choose to use direct linking without realizing how it will affect their advertising campaign.

Multiple URLs

One of the biggest problems with direct linking is the competition. If others are using direct linking to the same URL, you can end up sitting on the sidelines while someone else gets the traffic.

You might think your URL is different than others who do direct linking for the same site. Your hop link only distinguishes your URL to the affiliate company. Different hop links do not matter to AdWords. As long as the hop link is directing traffic to the same affiliate, your site will be viewed as a duplicate.

Google does not allow multiple URLs to show up in the same search. That means if you are outbid or if your competition has a higher quality score your ad simply will not be shown very often. Because your ad will not receive much exposure, you will not generate many sales.



This could be avoided by using a landing page instead. Your landing page will have your own unique URL, and thus you will be able to use pay per click advertising. You will not have to worry about duplicate URLs, so you can direct lots of traffic to your affiliate site via your landing page.

Weak Merchant's Page

Another problem you will face with direct linking is the merchant's sales page. As you know from your time as an affiliate, the merchant's sales page is not very informative. It is there for the end of the sale. You were given the opportunity to be an affiliate because the merchant does not know much about advertising. If you only direct people to the merchant's site you will not be able to close the sale.

No Comparison Shopping

Direct linking also eliminates the customer's ability to comparison shop. Customers like to see other products, and they want to know why your product is the best. A landing page is the perfect place to sell your product. The merchant page is not going to give consumers the chance to look at other products and read reviews.

Lack of Data Collection

You also will not be able to collect data from your visitors. When you collect data, you can find out the habits and behaviors of your visitors, and you can also try to sell to them again. You miss out on a valuable opportunity when you use direct linking.

Benefits of Direct Linking

Direct linking only comes with one true benefit, which is time. You will save time if you use direct linking.

You have to ask yourself, though, if saving time is worth losing sales. While you can get an AdWords campaign together quickly when using direct linking, the campaign will not be nearly as successful as it would be if you had your own landing page.

Building a landing page will take some time, but it is time well spent. Remember, you are not trying to get rich overnight. What you are trying to do is build a solid AdWords campaign. That means you have to be willing to put the time in.

Now you should understand how to go about building a proper landing page. Soon you will be writing your first ad for AdWords. First, though, we must discuss finding the right keywords for your ad.





Keywords and Ads

Keyword selection should be a priority in the ad creation process. You need to pick great keywords so you will funnel as much traffic to your site as possible.

Often, people pick as many keywords as they can find. They then try to have a successful campaign with hundreds of keywords for each ad.

This prevents the campaign from being targeted. You can still use a lot of keywords, but they must be placed in ad groups.

You can have lots of keywords, but you have to go about it in a way that will allow you to have a successful campaign. This is done with ad groups.

Ad Groups

Ad groups will allow you to effectively manage your ad campaign. By using ad groups, you can separate your keywords so you can essentially use hundreds of keywords while keeping the keyword count down to 25 per group.

This is where you can really step ahead of your competition. You will be able to target your traffic and get great results by using ad groups.

For your first ad group, you need to select 25 keywords **maximum**. These keywords must all be related to your ad text. You need to use keywords that go with your ad so you can have the most targeted group possible.

If you use too many keywords, you will end up getting lots of traffic, but few conversions. In

The screenshot shows a software interface for keyword analysis. At the top, there is a horizontal bar chart with blue bars representing different keywords. Below this, there are two buttons: 'Import' and 'Create'. The main part of the interface is a table with two columns: a list of keywords and their visit counts, and a 'Keyword Group Segmenter' panel on the right. The segmenter panel shows a table with columns for 'Most Pop', '%v', and a count. The keyword 'food' is highlighted in blue in both tables.

#	Keyword	Visits
1	bird food bulk	38
2	bird food recipe	31
3	bird food recipes	30
4	natural bird food	24
5	bird food web	23
6	wholesale bird food	18
7	bird food suppliers	15
8	bird food	15
9	wild bird food	10

Keyword Group Segmenter	Most Pop	%v	Count
cage	15.3%	218136	
food	10.5%	118368	
house	8.9%	72870	
store	7.4%	72576	
toys	7.0%	59405	
pet	5.0%	18471	
wild	3.5%	9452	
carrier	2.2%	7439	
supplies	3.3%	7336	



addition, it will have an adverse effect on your quality score. However, if you choose a select few keywords that are highly targeted, your quality score will go up and you will have a high click through ratio.

This is something to keep in mind as you begin to look at keywords. Think of your keywords in terms of ad groups. Do not just look at them in relation to your product. Group them together so you can form ad groups and target your market.

Common Words and Ad Copy

You might be thinking “How can I use 25 keywords in an ad?” You need to choose common words so you can incorporate a form of your words into the ad copy. Let’s assume you are selling tennis shoes. Your main keyword could be tennis shoes. From that, you could have:

- Cheap tennis shoes
- Best tennis shoes
- Affordable tennis shoes
- Fashionable tennis shoes
- Red tennis shoes
- White tennis shoes
- Buy tennis shoes
- Purchase tennis shoes

As you can see, you have several different keywords, but all have one thing in common. They all use the word “tennis shoes.” Thus, you will want to make sure you use tennis shoes in your ad. This will help you have a good quality score, and it will also allow you to have a high click through ratio.

Once you come up with your keywords, group them together based on the common words. Then you will be able to write highly targeted ads.

If you are having difficulty finding your keywords, do not worry. There are certain guidelines to follow that will help you pick the best keywords.

Action Keywords

You want actionable keywords. Some of the most actionable and highest converting keywords are keywords that include “buy” and “purchase.” These keywords create actions, and those actions put money in your pocket.

When you include these words, you will target people who are looking to make a purchase. If someone types in “buy registry cleaner,” they are ready to make a purchase right at that moment. They do not need to be talked into purchasing. They are not going



to look around and come back another day. They want to make a purchase right away, and if they see your ad and it appeals to them, they will likely purchase from you.

These types of words are often forgotten about, which is why you can blow away your competition when you use them.

Product Name

The name of the product you are selling can also be used in your keywords. When you use the name of the product and it is searched for, you will be able to target the audience. The name of the product will show up in bold print in your ad, which means people are much more likely to click on it than a generic ad.

If you are selling a strong product from a reputable company, be sure to use that to your advantage. You can go a long way with a strong company, so let the world know who you are advertising for. You can convert lots of sales when you have a strong name to fall back on.

You also need to think about how to display your keywords after you select them. You want action words and the company name, but what do you do after you pick your keywords?

Plural Keywords

In some cases, AdWords will display your ad when a plural term is searched for, even if you do not have plural keywords selected. This is not guaranteed, though, as Google checks your click through ratio, as well as the history of your account, before choosing to display singular keywords for a pluralized search. The easy way to combat this is to include plural keywords as well. This will guarantee you will be able to be included in both singular and plural searches.

You can receive lots of quality clicks by including plural keywords. You have to think in terms of how people search. People often search for the pluralized form of a word, so you do not want to miss out on the traffic.



Misspellings

You should also add misspellings to your keyword list. Misspellings are often searched for, which means you can get even more traffic if you add them. You need to look for common misspellings based on your keywords.

When you choose misspelled words, you will not have to pay as much per click. You will not get as much traffic from them as you will from the correctly spelled words, but you will be able to move ahead of your completion by taking on the misspelled and correctly spelled words.

boquets
"boquets"
bouquets
"bouquets"
bouques
"bouques"
bouquest
buquets

Think Like Your Customer

Lastly, think like your customer thinks. When you are brainstorming for keywords, consider:

- What the interests of your customers are
- What they are likely to type into a search engine
- What problem your product solves
- What will appeal to the customer

Then, you will be able to find keywords that will directly appeal to your customer.

You can also take a look at your competition in order to find out what they use to grab the attention of your customer base. They have likely already done the research, so do not be afraid to take a look and see what they are doing.

With that in mind, do not rely solely on your competition. You want to beat your competition, which means you have to reach the customer in a way they have not been able to reach them. You can look at what they have to offer and get some ideas, but you also have to come up with fresh ideas so you can come out on top.

Now, we are going to move onto the process of writing ads. You have to learn how to write compelling and powerful ads if you are going to truly tackle AdWords.





Writing an Ad

Writing the proper ad is incredibly important. A weak ad will cost you lots of money and you will not get a strong return on your investment. A powerful ad, however, will have a high quality score, high click through ratio and will lead to business.

As we get started on writing the ad, we must first go back to the example we had about tennis shoes. Remember, we had several different keywords, which were:

- Tennis shoes
- Cheap tennis shoes
- Best tennis shoes
- Affordable tennis shoes
- Fashionable tennis shoes
- Red tennis shoes
- White tennis shoes
- Buy tennis shoes
- Purchase tennis shoes

As we previously discussed, the common keyword is tennis shoes. This will be your main keyword. It links all of your keywords together, and thus it must be used as often as possible.

Use the common keyword in the title of the copy, and also use it in other areas of the ad when possible. Three things will happen when you do this. When you use common keywords:

- Your quality score will increase
- Your click through ratio will increase
- You will target your customers

In addition to this, whenever someone types in your common keyword, that keyword will be put in bold print. That means the web searcher will be more apt to notice your ad. This will help your ad perform well.

Now that you know how to effectively group your keywords, it is time to learn how to put the right amount of pizzazz into your ad copy.



Compelling Copy

Compelling copy is the type of copy that sells. You want to make sure you write compelling copy so people will click on your ads and buy your products or services. You can master the art of writing compelling copy by putting in the right amount of practice. If you practice at writing ads, you will become a professional. Take your time and work at the process so you can achieve the best results.

In order to write compelling copy, you will need to include:

- A call to action
- Copy that sizzles
- Ad that is directed to buyers

Call to Action

A call to action is a tool every salesperson needs. A call to action lets the potential customer know they can click on your ad and then they will need to take some sort of action. This is an important step in selling.



Your call to action will explain what they need to do in order to become a customer. They might need to sign up today. They might need to download their free trial today, or buy today and save 25%. Whatever the call may be, it needs to convey a sense of urgency. You must give people a reason to click your ad when they see it.

A call to action will also show the reader he will be expected to do something when he clicks on your ad. Your site is not just an information site. It requires action, whether that be supplying an email address or making a purchase.



Copy that Sizzles

AdWords give you less than a second to grab the attention of the reader. You must make good use of that second or you will not receive the amount of clicks you need to run a successful campaign.

In order to have copy that sizzles, you must have an attention grabbing headline.

Take, for instance, an advertisement that was on a billboard recently. The advertisement said:

YOUR WIFE IS NOT HOT
Because you called us at
A/C COMPANY'S NAME

In one word, this ad is **BRILLIANT**. First, it grabs the attention of the reader. People have an emotional response when you tell them their wife is not hot. Then, when they continue to read, they realize their wives are not hot because the air is working in their homes.

This ad grabs the attention of the reader and makes them smile. Most of all, it is memorable. The ad is unlike other air conditioning ads.

When people see that ad on the billboard, they are likely to make note of the company's name. Then, if they need air conditioning work done they might give the company a call. That is how great advertising works.

Advertising is about making something interesting. You need to make air conditioning, or tennis shoes, or internet marketing exciting. Think of ways you can grab the attention of the reader with the first line of the copy, and then explain it during the second line.

This will take some time. Take a look at your product and then come up with a catchy way to get pull readers in. Practice until you are able to write a great advertisement.

Directed to Buyers

It is also important to write ads for buyers. You do not want non buyers to click on your ad. When they do, you have to pay for the click and you will not end up with anything to show for it. Thus, you need to make sure you target your ad to the buyers so you will get the best return on investment.

There are buyers and non buyers that look online. Some are looking to make a purchase while others are looking for information. By creating ad copy that is sales driven, you will eliminate non buyers, and thus have a better return on investment.



Remember, getting clicks is not everything. Clicks are only helpful if the people who click buy something. You need to make the sales so you can really make money with AdWords.

One of the best ways to keep your ad sales driven is to include the price of your product. That way, only those who are interested in making a purchase will click on the ad. They will already know what you are selling and what the price is. You are much more likely to make sales.

The Arrow Effect and Ad Copy

The arrow effect and ad copy also deserves mentioning. When you use arrow ad copy, you write an ad that looks like:

Shorter Headline

Long Ad Copy

Short Ad Copy

URL

This can grab the attention of the reader, and then pull them into the middle section of the ad. The middle section contains important information, so you want your readers to look at it and comprehend what it has to say. When you use the arrow effect, they will pay more attention than normal to the middle section of the ad, which means you can make a strong sales pitch and convert customers.

Naming Your Campaign

After you write your ads, be sure you name your campaign. There is a default name of “Campaign” and then the campaign number. Do not use the default. Give your campaign a name that makes sense. Include the product you are promoting so you can find the campaign easily.

As you promote more products, you will run different ad campaigns. It is best to name the campaign so you can easily monitor each one. You do not want to have to search through a list of campaign when looking for a certain one. You want to be able to go right to it, which you will be able to do if you name it.



A Word About the Content Network

When you are going through the targeting process, you will notice you can turn off the content network if you wish. Turn off the content network for now. Later, we are going to discuss the content network so you can understand how to use it. Until then, we will deactivate it.

After you turn off the content network, you can then begin the targeting process. You will be able to target your ad to specific groups of people, which will increase your chances of making sales.





Targeting Your Campaign

Now you are ready to get started with the targeting process. When we set up your AdWords account, we had you use default settings. Now, we are going to go back in and make changes so you can target your campaign.

Targeting is one of the most important aspects of running a campaign. When you target your campaign, you:

- Save time by reaching customers faster
- Save money
- Build relationships with your customer base

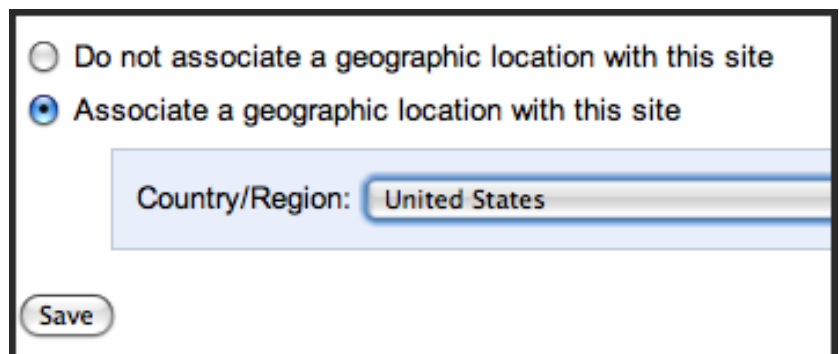
You want to spend the time to target your ad campaign so you can make lots of money with the help of AdWords.

There are many ways you can go about the targeting process. We are going to explain how you can target your ads so you can increase your ROI.

Geographic Settings

You need to set your geographic settings. We initially targeted all territories and countries. Now, though, we are going to be more specific.

You can use different geographic setting for different campaigns and then track them against one another. This will help you find out which areas you perform better in. Then, you can funnel more of your advertising dollars to the locations you do well in, while trying to find the problems you have in the other areas.



The screenshot shows a web interface for setting geographic targeting. It features two radio buttons: "Do not associate a geographic location with this site" (unselected) and "Associate a geographic location with this site" (selected). Below the radio buttons is a text input field labeled "Country/Region:" with "United States" entered. A "Save" button is located at the bottom left of the form.

This will help you find out more about the locations you serve. You can then start to create campaigns specifically for geographic areas.

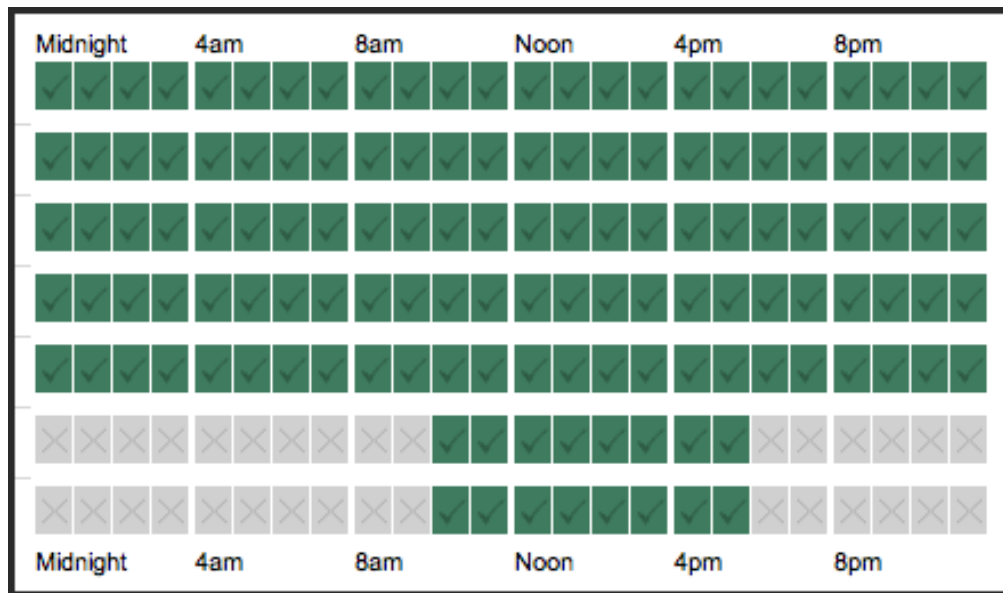


Language Targeting

Language targeting will also help you reach specific customers. AdWords offers over 40 languages you can target your ads with. If you choose to target people with language settings, keep in mind AdWords will not translate your ads. You will actually have to write your ad in the language you want to target. It will then be displayed as it is written.

Ad Scheduling

Customers have certain habits. Those habits dictate when they are most likely to search for a product or service. You need to study your customer base so you can find out what their habits are. Are they more likely to buy your product in the evening? Maybe your potential customers surf the internet at work and that is when they are most likely to make a purchase.



Once you find out the habits of your customers, you can run a more effective and less expensive campaign. You can have your ads run during select times of the day or week.

This can help you cut down on fraudulent clicks. You want valuable clicks, which is why you want to make sure your ads run when the clicks will generate the best results.

This process is called Ad Scheduling. To activate ad scheduling, click on your campaign and go to your settings. Then, go to the advanced settings and click “Schedule: Start date, end date, ad scheduling.” Move to the ad scheduling section and click “Edit.” In the scheduling section, click on the row you want to edit. You can then click “Add another time period” and you can create as many time periods as you want for a day. When you add a time period, you will be able to select when the ads will run for the day or the week.

After you save the changes, your ad time will be scheduled.



When you look at the schedule settings, the green blocks show the time your ad will run, while the gray blocks indicate the times your ad will not run. Make sure everything is correct.

If you are not sure when your customers are most likely to make a purchase, you can run your ads for a period of time and analyze the results. If you analyze the AdWords data, along with the traffic data from your website, you will see when your traffic is converted into customers. Then, you can change your ad scheduling to reflect that.

Now that you understand targeting, it is time to move onto setting your budget. In the next chapter, we will give you insight into your AdWords budget.





Budgeting, Positioning and ROI

Now that you have your ad in place, it is time to think about money. You need a great ad, perfect placement and the right budget in order to get the best ROI. Thus, you need to take some time to think about these things so you can set the right budget with AdWords.

Traffic Estimator

When you are deciding on your budget, you will need to get an idea of how much traffic you can expect to receive. One of the best ways to do this is through the Traffic Estimator. Of course, this is not completely accurate. It is just an estimate based on the keywords selected, as well as the habits of web searchers. It will give you a good idea of what to expect when you use AdWords.

In order to access the traffic estimator, simply enter your keywords in one of your ad groups, and then enter the maximum cost you are willing to pay per click. Then, click “View Traffic Estimator.”

You can then go through the keywords to see which ones will get the most traffic. You can do this by clicking “Clicks Per Day.” Then, the keyword with the most clicks will be at the top.

You can adjust your budget so you can afford the traffic. Remember, too, if you set a lower daily budget, you will not receive all of the traffic the estimator says you will.

Traffic Estimator
Get quick traffic estimates for new keywords without adding them to your account.

- 1. Enter keywords, one per line:**

Set optional individual CPCs using this format:
keyword ** 0.25
- 2. Choose a currency.** Enter a specific Max CPC for your estimate on our suggested Max CPC.*
US Dollars (USD \$)
*Suggested value should deliver ads in the top position 85% of the time
- 3. Choose daily budget (optional).** See estimates for the available clicks.

When you are going through this process, you want to spend the least amount of money possible while still getting a large amount of traffic. There is a trick to this many people ignore, but it can help you out a great deal.



Start by setting your maximum cost per click at one cent.

Then, use your traffic estimator to see how much traffic you will get for that bid. Increase the bid by one cent and continue to look at the traffic estimator. This will let you know how much traffic you can get for a minimum bid. Make sure your ad is still going to run on the front page, and then when you find a bid and traffic amount you are comfortable with, you will be ready to move forward.

If you click on the “Continue” button, your ad will be saved. At this point, it will run with the budget and cost per click you have selected.

Being Profitable

One thing every advertiser wants is to be profitable. If you are going to be successful, you have to be profitable. In order to stay profitable with AdWords, you need to look at the item you are selling, and then decide how many clicks you can have before a conversion in order to be profitable. In order to know when you will be profitable, you need to know the point you will break even.

Let's assume you are selling a product that comes with a \$50 commission. Your average cost per click is 10 cents. If your ad was clicked on 500 times and you receive one sale, you will break even. You will spend \$50 on your campaign and receive \$50 on the sale.

Simply take the amount of your commission, and then divide the average cost per click. That will tell you the breakeven point, which is the point you have to make at least one sale in order to break even.

It is important to know the point you will break even, but of course, breaking even is not the goal. You want to make a profit. In order to make a profit, you need to look at your break even number and divide it by 2. If your break even number is 500 for one sale, you want to make a sale for every 250 clicks. Then, you will make two sales at your break even number instead of just breaking even with one. This will help your ad campaign tremendously.

Inactive Keywords

Inactive keywords have been very problematic for many people who use AdWords. You need to understand inactive keywords so you can work to activate them.

An inactive keyword is a keyword that has a maximum bid price set too low. When the bid price is set too low, the keyword will not be displayed.

There are two ways to fix this problem. The first is to increase your maximum bid per click. If you choose this option, increase it by one cent at a time until your ad is active. If you have to increase it by too much money, though, you need to move onto the next option.

You will need to increase your quality score.



Earlier, we discussed how to improve your quality score. You need to make sure you are implementing everything you learned so you can have the highest quality score possible.

If you have a high quality score you will find you will be able to bid as little as one cent for a keyword. If you only have to bid one cent, think of how much traffic you could get, as well as how much of a profit you will receive.

Your quality score is the single most important weapon against inactive keywords. You want to fight back against inactive keywords, and thus, you must be willing to put the work in to keep your quality score high.

If you have keywords that are inactive, take a look at your quality score. Your quality score can be between one and ten. When you see your quality score, you will get a message explaining what is hurting your score. You must immediately fix the problem so you can eliminate inactive keywords.

Now we are going to discuss daily budget.





Setting Your Daily Budget

We have gone over the cost per click, but we have not talked about your daily budget. The daily budget confuses many marketers. People set their daily budget low out of fear. They do not want to overspend, and thus, they often end up not getting the impressions or clicks they want.

The budget is not set in stone. That is the first thing to think about when you are setting your budget. You can set a budget today and change it tomorrow. Thus, you can be liberal when setting your budget in order to find the budget that will best work for you.

When you set your budget high, your chances of actually reaching that budget are incredibly slim. However, if you set a low budget you will probably not only fail to meet the budget, but you will not receive many clicks or impressions either. When AdWords sees a low budget, they do not display the ad as often in order to keep the account from going over the budget. However, when the budget is high, you will receive more impressions because AdWords can display your ad more often. However, the budget is still rarely reached.

Because of this, it is advised people use a higher maximum budget. If they end up getting too many clicks and reaching their budget, they can lower the budget so they will be able to even out the amount they spend for the month.

Your Real Budget

Your real budget is the budget you actually want to spend. Your real budget might be \$10 a day. You do not, however, want to set that as your actual budget.

When you decide what your real budget is, multiply it by 5 or 10. Use that number as your actual budget. You will generate more traffic and get much better results with AdWords when you do this.

When you set your actual budget higher than your real budget, be sure you monitor your campaign. When you set your actual budget higher than your real budget, you must keep a close eye on your AdWords campaign. If you are spending more than you can afford, you will need to make changes.

Keep in mind, though, you will not likely go over your actual budget. What you will do, though, is get much more exposure and increase your ROI.



Adjusting Your Budget

If you are in a situation where your budget is not being reached and you are not getting the clicks or impressions you want, you need to look at your budget. See if a low budget is holding you back.

Remember to also assess your quality score, as well as your cost per click. All of these can have an adverse effect on your impressions. After you assess these, you should find the problem and then be able to work toward a solution.

Now that we have gone over your budget it is time to look at split testing. Split testing will help you improve your campaign a great deal.





Split Testing

Once your budget is set, it will be time to split test your ads. Split testing will help you make much more money with AdWords. When you split test your ads, you will create several ads for the same ad group. That means you will be using the same set of keywords to create your ads.

If you are selling a program to clean a computer's registry, your original ad could be:

Slow Computer?
Speed Up Your Computer Today
50% Off Registry Cleaner
YourWebSite.com

If you were to split test that, you could leave the description the same but change the header. Your new ad could be:

Need a Faster Computer?
Speed Up Your Computer Today
50% Off Registry Cleaner
YourWebSite.com

These ads are very similar in nature, but you would test them to see which headline works better. You will find that one of the headlines will catch the eye of the reader, while the other one will not perform nearly as well.

When you are split testing, there are certain methods you should use in order to achieve the best results. You want to make sure you split test in a way that will help you increase your ROI.



Optimized or Non Optimized

When you are split testing ads, you have to decide if you want your ads optimized or non-optimized. If you choose to optimize your ads, AdWords will automatically display the ads that perform better more often. While this might seem like a good idea, it can actually keep you from obtaining accurate results when split testing. Thus, you want to go into your campaign settings and turn ad optimization off. That way, your ads will be displayed equally. This will allow you to check and see which ad is performing the best.

Analyzing the Results

You should not stop a split test until the ads have been clicked on at least 200 times. After they have received 200 clicks, you will be able to have an accurate idea of which ad performs better.

At that point, it will be time to run a split test once again. You will need to get rid of the ad that was outperformed and write a new ad in its place.

Now that we have spoken about split testing, there is something else we must discuss. Next, we are going to talk about dynamic keyword insertion.





Dynamic Keyword Insertion

There is a great deal of debate surrounding the topic of dynamic keyword insertion. Before we talk about the merits of dynamic keyword insertion, as well as the drawbacks, we are going to explain the characteristics of this process.

What is Dynamic Keyword Insertion?

If you have several keywords that are related to one another, you can use dynamic keyword insertion. This process allows your ads to be targeted to people based on the term they typed into a web search.

If you sell different types of rings, you could have a set of keywords that are rings, diamond rings, engagement rings and wedding rings. If you use dynamic keyword insertion, you can have the ad display a certain keyword depending on the word that is searched for.

Once an ad is written, a code will be placed in. That code will make the ad display with “diamond rings” if diamond rings is typed in a search or “wedding rings if that phrase is typed in. The keywords will be bolded, thus making them more appealing to the reader.

How to Set it Up

If you decide you want to use dynamic keyword insertion, you will need to make sure the keywords in your ad group are all keywords you would like to use for the insertion. Then, you will need to create an ad.

You will also need to select your default keyword out of the words in your adgroup. In this instance, the default keyword would be “rings.” It is the most generic, and thus, should be the keywords selected.

The default keyword is important because if one of the keywords cannot be displayed due to character limitations in the ad, your default keyword will be displayed.



After your default keyword is selected, you will write your ad like this:

Sale on {Keyword:Rings}
Closeout Sale
Limited Time Only
YourWebsite.com

The title is not the only place you can utilize dynamic keyword insertion. You can use it in the body, or the title and the body. There is not a limit to the number of times you use this tool.

Capitalization and Keyword Insertion

You also have control over how your keywords are capitalized. If you have keywords you want to be capitalized, you need to pay special attention to capitalization guidelines.

When you are creating your adgroup and type in {Keyword:Rings}, you will have the ability to dictate how the ad will be capitalized.

Here is a capitalization list based on how you type the word “keyword”:

keyword=no capitalization

Keyword=first letter of the first keyword will be capitalized

KeyWord=the first word of each letter will be capitalized

KEYword=every letter of the first keyword will be capitalized, and the first letter of every other word will be capitalized

keyWORD=the first letter of the first keyword will be capitalized, and every letter of each additional keyword will be capitalized

KEYWORD=the entire keyword will be capitalized

You can use capitalization in order to make your keywords stand out. Remember, they will be put in bold letters as well.

The Benefits

The benefits of dynamic keyword insertion are plentiful. One, this practice saves time. You do not have to create different ads for different keywords. AdWords does most of the work for you.



In addition, this process creates ads with a high click through ratio. Because the ads are specific depending on the words that were typed in, more people click on the ads.

Lastly, this process saves advertisers a great deal of time. They do not have to insert the keywords in multiple ads, so they can set up the process quickly.

The Drawbacks

Dynamic keyword insertion can actually hurt your quality score. Whenever you use this technique, the ads do not help your overall quality score. That means you can end up spending more money on the ad due to the ease of use it offers.

If you choose to use dynamic keyword insertion, you will likely pay more money every time the ad is clicked. If you take the time to set up more ads instead of using dynamic keyword insertion, you will pay less and have a higher quality score.

Finding Your Best Performing Keywords

While you might initially be inclined to use this technique, it is actually better to monitor your keywords. Find out which keywords perform the best and then create ads for those keywords. This will allow you to target your ads to your customer base. You will be able to find out which keywords people type in, and then you can begin to have the benefits of dynamic keyword insertion without experiencing the drawbacks.

Next, we are going to discuss keyword match types. This is another important part of your AdWords campaign.





Keyword Match Types

If you are going to successfully use AdWords, you are going to have to utilize the different keyword match types. Keyword match types allow you to target your ads and have a higher click through ratio. Thus, you can increase your ROI if you use keyword match types.

There are four keyword match types, which are:

- Broad match
- Phrase match
- Exact match
- Negative keywords

These match types all have different qualities which much be examined.

Broad Match

This is the least targeted of the match types. With a broad match, your ad will be triggered if your keyword appears in any order. In addition, relevant variations of your keyword will also trigger your ad and your ads will appear if your keyword, along with other terms, is searched.

This is the default match type used by AdWords. This match type does not offer highly targeted traffic.

Phrase Match

To activate the phrase match, you need to put your keyword in quotations. When you do this, your phrase will have to appear in the exact order of your keywords. If your keyword phrase is “internet marketing”, that is how it will have to appear. Other words can appear with it as well. For instance, if someone types in “affordable internet marketing” your ad will appear. If they type in “marketing for the internet,” your ad will not appear.



Exact Match

Exact match is the least inclusive match type. To activate the exact match, put your keyword phrase in brackets. When you do that, your ad will only appear if someone searches for your exact keyword. If they use any addition words in the search, your ad will not be triggered.

If your keyword phrase is {internet marketing} they could only type “internet marketing” for your ad to be triggered. If they typed in “affordable internet marketing” your ad would not display.

Negative Keywords

Negative keywords are keywords that will not trigger your ads. To activate this option, use a minus sign in front of the word you do not want to use.

If you offer internet marketing services, you can set “guide” as a negative keyword. If someone is looking for internet marketing information but they do not have the intention of hiring someone, your ad will not display. This will keep you from getting clicks from people who will not become customers.

Using Match Types for Quality Scores

We have mentioned the importance of a high quality score. By now, you know you need a high quality score in order to achieve the best results with AdWords. In order to get that high quality score you need to use different match types.

There is a way to spread out your impressions in order to achieve high quality scores. The way to do this is through match types.

For each keyword in your ad group, you need to set up each match type. That way, your ads will trigger for different match types, thus spreading out your impressions.

If you have three different match types, different searches will trigger different match types. Then, instead of all impressions going to one ad, they will spread out over three ads. Even though the keywords are the same, AdWords will treat them as three different sets, and thus you can work at keeping your quality score up. You will be able to get more clicks from the phrase and exact match keyword match types, which will boost your score.

You will have three different sets of statistics for each keyword, and you will have a higher click through ratio. Then, as your quality score goes up you will not have to pay as much per click. You will have a more effective campaign that will generate real results.

Now, we are going to examine the content network.





Content Network: Friend or Foe?

The content network has a very bad reputation. People assume the content network is a waste of time and money. They do not use the content network because at one time, it was not a good way to generate real clicks. Now, though, the content network has experienced a makeover. Because of that, it is important you utilize it when using AdWords.

Now it is time to turn the content network on so you can begin to generate traffic from this powerful tool.

What is the Content Network?


The content network is a network of websites that displays advertisements. If you advertise on the content network, your ad will show in the form of Google's AdSense. Your ad will be matched to a site based on the type of content the site has. Then, when

someone visits that site, they will see ads relating to the information they are looking for. If your ad jumps out to the person, they will click on it and hopefully become a customer.

[Landscape Design Software](#)
Award-Winning Landscaping Software,
Professional 3D Plans - Free Trial!
IdeaSpectrum.com

[Landscape Contractors](#)
Find local landscape contractors in the
Phoenix area.
www.DexKnows.com

[Do It Yourself Landscapes](#)
Create Easy Landscape Designs See
Examples. Free Trial!
www.SmartDraw.com

 Ads by Google

You can use the content network on AdWords and set a cost per click for content that is separate from the search network. It is best to keep the two separated so you can monitor them both and make changes when necessary.

Why the Misconception?

There was a time when any site could get into the content network. There were sites that were built for the sole purpose of running ads. Because of that, lots of ads were placed on poor performing sites. These ads did not receive quality traffic. There were lots of fraudulent clicks and people were unhappy about the performance of their ads on the content network.



Over time, people began to turn away from the content network because of this. Now, though, Google has gotten rid of sites that do not perform well. Not only that, but advertisers can actually look at how their ads are performing on different sites. When an ad is performing poorly on a site, the advertiser can simply stop the ad from running on that site. That way, advertisers can focus on high quality sites that will give them a strong ROI.

At one time, the sites that were in the content network were not very impressive. Now, bigger sites have joined. Not only that, but you can also pick sites you want to advertise on. That means you can jump over to Quantcast.com, analyze a website's traffic and then include them in your content network if they are a member. You can have highly targeted placements when you choose to do this.

Placement Tools

AdWords has tools you can use when researching placements to help you find the best placements available.

With AdWords Placement Tool, you can:

- Browse Categories
- Describe Topics
- List URLs
- Select Demographics

Browse Categories

You can select categories and sub categories and then browse sites. You will be able to find sites that fit into the categories you select.

Be sure to choose categories and subcategories so you can find highly targeted sites.

Describe Topics

With this, you can actually enter words in that describe the product or service you are selling. Then, sites will come up that are relevant to that keyword or phrase. You can look through the sites to see if there are any you are interested in.

Look through the keywords in your campaign and use them to describe the sites you are looking for.



List URLs

If there are sites you would like to advertise on, list the URLs. You can see if they are available in the Google content network. This will also bring up sites that have URLs that are closely related to the ones you enter.

You can easily find URLs of interest. Type in your keywords and find sites that are in your industry but are not in direct competition with you. Then, put their URL into the tool to see if you can advertise on the site.

Select Demographics

Earlier, we talked about your target market. Now, you can input the information for your target market and find sites that match those demographics.

This can help you narrow down the available sites and find ones that serve your demographic.

Researching a Placement

We mentioned visiting Quantcast.com in order to find the best site to advertise on. Quantcast is the ultimate way to analyze a website. If there is a site you would like to advertise on, you can plug the URL into Quantcast and it give you detailed information about the site.

You will need to take that information and compare it to what you know about your customers. This will help you decide which site you will have the most success with.

When you use the placement tool, you should put all the suggested sites in an Excel file. Then, go over to Quantcast and get their data. Input the data into the file so you can find the best sites to use.



It is best to use all of the tools available when advertising on the content network. You do not want random placements. You want to be in control.

In order to stay in control, you also need to analyze the data from your AdWords campaign. In the next chapter, we will discuss how you can stay in control of your campaign.





Tracking Conversions and Making Changes

Conversion tracking is a very useful tool you can use with AdWords. With conversion tracking, you will be able to see the number of people who are buying your product. As important as clicks are, you want sales, and thus conversion tracking can help you a great deal.

Setting Up Conversion Tracking

In order to use conversion tracking, you simply need to go to the conversion tracking section of AdWords and then copy the code. You need to place the code on your website and then select the action you want Google to track.

This can be a bit more complicated when you use an affiliate program. In some cases, you will be allowed to place the code on the affiliate page. In other cases, though, you will only be able to see how much traffic you direct from your site to the affiliate site.

Contact your affiliate program and see if they will allow you to place the code on your sales page of their site. If not, still use the tool to find out how much traffic you are directing to the affiliate site. This will give you a good indication of how powerful your ad is. It will also show you if your landing page is grabbing the interest of traffic.

The screenshot shows the Google AdWords interface for creating a conversion. At the top, there are navigation tabs for 'Reporting', 'Billing', and 'My account'. Below this is the heading 'All conversion types' and three sub-tabs: 'Conversions' (selected), 'Webpages', and 'Code'. The main section is titled 'Create a conversion' and contains two input fields: 'Action Name' (a text box) and 'Tracking Purpose' (a dropdown menu with 'Sinnun' selected). At the bottom of the form are two buttons: 'Save and continue' and 'Cancel'. Below the form, there are two labels with question marks: 'Action Name' and 'Tracking Purpose'.



Site Analytics

Be sure to use site analytics for your landing page as well. You need to be able to track your visitors so you know what they are doing once they are at your website.

If they leave when they get to the landing page, they are not pleased with what they see when they enter your site. It could be poor design, or it could be your ad is not relevant to your site.

If they are going to the sales page but not clicking, your sales pitch must not be strong enough or they are not receiving all the information they need.

Improving Conversions and Visitor's Experience

If you are unhappy with your site analytics, you need to look for ways to make improvements.

This can be done by:

- Changing your ads
- Fixing your landing page
- Changing your keywords

Advertising is a continuous process. You cannot just set up your ads and then leave them. You will need to make changes in order to keep your ads at their best at all times.

You should tweak your ads and your landing pages. See if you are able to improve on your conversion rates. Remember, you should also utilize split testing as a way to increase traffic to your site.

You want to make sure you identify your problems and fix them as quickly as possible. If you are able to do that, you will be able to ace AdWords.





Conclusion

Now you are ready to go out and start your first AdWords campaign. You will be able to generate traffic to your site and run a profitable and successful campaign.

Keep this book close so you will be able to have the best performing ads possible. You want to achieve success, and that can happen if you follow the guidelines presented to you in this book.

As you run your AdWords campaign, you need to remember to:

- Find the best keywords
- Use 25 keywords or less in your ad groups
- Use different match types
- Split test your ads
- Set your budget higher than you intend on spending
- Know your customers
- Target your ads
- Use ad placements
- Utilize Quantcast.com for ad placements

You can master AdWords, but you have to make sure you structure your ads in the proper way and use all of the tools AdWords has made available. If you do that, you will become successful.

When you master AdWords, you will be in control of your business. AdWords is one of the best ways to generate traffic to a website. It has the power to transform a business overnight.

AdWords provides businesses with fast results. If you want to start making sales today, AdWords can provide you with everything you need.

Set up your first ad so you can begin to reap the benefits of AdWords. After your first ad is in place, utilize the tools provided so you can target your ads and generate lots of traffic and sales.

It is time to start making money!

