

# **Adwords Elite**

**#1 Google Adwords Guide**



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### INTRODUCTION

#### *Welcome to Adwords Elite*

Ever wonder what separates the people who make millions on the Internet from people who just struggle along to make relatively little money or fail entirely? And did you ever wish you could join the group that makes millions? Then read Adwords Elite, a special presentation created by The Elite Internet Marketing Group.

We've pooled our money-making knowledge to create this groundbreaking book. By reading it, you'll learn the combined secrets of people who make thousands, even tens of thousands a day online. And you'll learn how to apply our secrets so you have the best chance of becoming a member of this elite group.

You'll not only be able to build wealth; you'll be able to do it right in the comfort of your own home – or anywhere else in the world where you can access the Internet. What's our secret? We know how to maximize the money-making power of Adwords – the driving force of Internet search marketing on Google.

Even if you're a beginner, you can succeed with the knowledge we will share with you. There's a sound reason. You'll be able to maximize the monetization of Adwords. Others benefit from only a fraction of their power.

Of course, the level of success you achieve will be related to how much you put into learning Adwords and into online marketing. We can guarantee that you'll have the knowledge to create online advertising that can make millions. The rest is up to you!

We wrote this book to share with you the expert knowledge we've gained over many years of creating advertising with Adwords and using it to succeed in Internet search marketing. We're going to share everything we know with you. We don't think you can find a more effective book on Internet marketing. You've chosen wisely. So let's get started.



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### CHAPTER I

#### *The Concept Of Affiliate Marketing*

With Affiliate Marketing, you can make money even if you don't make a product. How? Affiliate Marketing is a concept based on advertising products online that are made by the thousands of companies you can affiliate with, including many of America's leading corporations. That's right. You can market products made by many of America's finest companies, because they've enrolled in the affiliate programs that you can enroll in.

You'll be able to choose the companies you want to work with and the products or services you want to advertise.

Now, here's the best part: these companies will pay you a commission every time a click from your advertising results in a sale – commissions that range from 10% all the way up to 75%! Your office is the internet, opportunities are everywhere, and the amount of money you can make is essentially unlimited.

#### *The Merchant And The Affiliate*

While you can make your own product and use Adwords to promote it, most Internet search marketing is made up of two entities – the merchant, who provides the product or service that is being marketed, and the affiliate, who promotes the product or service on a pay-per-click basis.

The relationship between them has proved to be so mutually profitable that it has attracted thousands of merchants and tens of thousands of affiliates. You can become an affiliate as easy as applying to one of the numerous affiliate programs. There are no contracts. The relationship is based on your ability to generate clicks through the advertising you create and their agreement to pay for every sale that results from those clicks.

Imagine! If you had a staff job, you'd be working for only one company and having only one source of income. As an affiliate, you can work for many different companies at the same time and have income streams from all of those you succeed for. Needless to say, when

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you're successful at affiliate marketing, you're more secure, because no one company or boss can ever fire you.

Since affiliates greatly multiply a company's ability to advertise on the Internet, the merchants are delighted to have you working for them – and to pay you for the success you bring them. The truth is, many companies you can choose simply do not have the skills to be successful Internet search marketers, and so they rely on their affiliates to generate a lot of their business. Affiliate marketing proves its money-making potential every day – and you can be part of it.

### *Understanding Pay-Per-Click Advertising Or PPC*

When you enter a search term in Google and arrive at the results pages, you've probably noticed the little ads along the right side, top, and bottom of the pages. These are known as Sponsored Search Results.

Advertisers place them there to make products or services stand out from the long list of similar products or services that show up as page after page of free search results, which are often called natural or organic results. How do the ads get there? Google places them for advertisers who have signed up to pay Google on a cost-per-click basis. Each time the ad shows up, Google counts it as an impression, which is free to the advertiser. But each time someone clicks on an ad, the advertiser pays Google a cost per click. The more those clicks result in sales, the more the advertiser makes.

How much does Google charge every time a person doing a search clicks on an ad? It varies according to the price per click Google has assessed for the search term or "keyword" that has placed the ad in front of the person who clicks on it.

How are the prices of keywords determined? Google has devised formulas to arrive at the charge for various keywords. The cost varies according to what Google calls the quality score of the word, as well as the overall quality score of the advertiser, which is based on the advertiser's history. The higher the quality score, the lower the price.

What determines quality? In a word, relevance. Yet it is relevance understood in a very precise way. One of the invaluable things you will learn in Adwords Elite is how to improve the quality of your keywords, so you can lower the cost per click and make a higher profit on the sales you generate.

How do you participate? First, you register with Google Adwords. Then you'll create advertisements that appear in Google and other search engine results. If you want, and we



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recommend you do in time, you'll also sign on with Yahoo Search Marketing, which works in a very similar way and gives you a second income stream. At some point you may also include MSN Search, which is making an effort to get up to speed.

### *Reach People When They're Ready To Buy*

Google and Yahoo Search allow you to create ads that reach people when they're actually looking for information about the product or service you're advertising. So they're predisposed to make a purchase.

The Google Network reaches over 80% of people who use the Internet.

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### CHAPTER 2

#### ***Sign Up For Your Adwords Account***

The first thing you must do to become an elite Adwords marketer is sign up for a Google Adwords account. Go there now and follow the prompts. When Google asks you to “Target customers by location,” select “Countries and territories.” When you’re asked to “Target customers by country or territory,” select “All countries and territories.”

Now, you’ll be prompted to create your first Google advertisement. It’s easy to create a Google ad. We’ll show you how. What should you advertise? The time will come for you to select the companies you want to affiliate with, and we’ll tell you where to find them.

For now, you’ll create a prototype ad. You’ll learn a lot, and you can delete it when you’ve finished the sign-up process. Just enter whatever product and other information you happen to think of.

Next, Google will ask you to enter some keywords. At this point, enter whatever you like, even the title of this book, *Adwords Elite*.

#### ***Basic Guideline For Choosing Keywords***

Think of what search terms people will enter to arrive at a page where your ad might appear. Enter a number of words that best represent the product or service you’ve decided to put in your prototype. The more keywords you choose, the more Google can show your ad. But they must be “quality” keywords to help you control the cost per click and maximize your profits.

You can also enter as many keyword phrases as you want to. When you’re asked to choose a currency, you should, of course, choose the one with which you wish to pay Google for your advertising. Just select the currency that you use most often. When asked “What is the maximum you would like to spend, on average, per day?” simply enter \$1.00 or the equivalent in your chosen currency.



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When Google asks “What is the maximum you are willing to pay each time someone clicks on your ad,” enter \$0.01 or the minimum bid that Google lets you enter.

Once you create your ad, Google will ask if you want to review it. You’ll also be asked whether you want to receive information from Google and to indicate where you heard about Google Adwords. Now, click “continue.”

Next, choose a login. If you already have an account with Google, you can use it to start your Adwords account. If you don’t, sign up for one by choosing “Create a new Google Account.” Enter your email address and password. Then click “continue.” Now, you’ll be directed to a page where you’ll confirm your email and address. You’ll also find the information you need to sign into your account.

Congratulations! You’ve taken the first step to being a successful search marketer.

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### CHAPTER 3

#### *It's Time To Affiliate*

Now, you're ready to join an Affiliate Program. The basic principle behind all of the programs is identical. When you join one, you'll be able to drive traffic to the merchant and be paid a commission on each sale your ads produce.

There are a number of programs. Two of the bigger ones are Commission Junction.com and Clickbank.com. Since product offerings and commission structures vary, you'll do well to compare different ones. Some of the programs have a thousand or more merchants. So you certainly don't have to surf the Internet to find products and services you can advertise.

All the programs are designed to facilitate online marketing efforts by merchants and affiliates, including commission payments to affiliates.

#### *Affiliate Networks: The Approval Process*

How do you become a member of an affiliate program? Actually, most of them will approve your application automatically. If you have a Website on which you hope to place your ads, some affiliate programs will review it before approving your application. If you were already affiliated with another program or your site doesn't meet their traffic requirements in terms of volume, you may not be approved. If you don't have a Website and don't want to start one, you can still join certain affiliate programs. One is Clickbank.com. It's also the largest program.

#### *The Three Major Affiliate Networks*

Currently, the three major affiliate networks are Commission Junction, Clickbank, and Link Share. Look them over, pick one, and sign up. Then you'll be able to apply to any of the hundreds and even thousands of companies that do affiliate, click-based advertising through the program.



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### *The Affiliate Programs Will Handle Your Commissions*

One of the convenient things about the affiliate networks is that all financial transactions occur through them, instead of through the many companies you may be promoting. So the network keeps track of the clicks and sales you generate and the commissions you earn. Then, usually on a monthly basis, your earnings are wired to your bank account or a check is mailed to you.

### *Avoid Pay-Per-Lead Programs, At Least For Now*

There is one kind of affiliate program you should avoid, especially when you're beginning. These are pay-per-lead programs. They only pay a few dollars per lead, so it's hard to make money with them if you're driving traffic using Adwords.

On the other hand, if you have a Website or sites with a lot of traffic, you might find pay-per-lead programs profitable, since your cost per lead is essentially zero.

### *How To Pick Products To Advertise*

There are basically two types of products in terms of advertising. Some products pay a lot per sale but most affiliates who advertise them won't make a large volume of sales. An easy-to-understand example is a mortgage company. Of course, when you do make a sale, you can pocket a large commission. This kind of product represents one end of the scale.

The other extreme is a product that sells in volume but pays a small commission; for instance, a ticket service, where customers can purchase tickets to concerts and sports events. Your goal is to pick products that are in or close to the golden mean between the two extremes. Among them are many products that pay a hundred to two hundred dollars for each conversion and that convert with inviting frequency.

Here are some categories you'll find them in:

- Diet Programs & Nutritionals
- Dental And Medical Plans
- Gambling
- Insurance



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- Jewelry
- Loans
- Software, Especially For E-Commerce
- Tech Products
- Voice Over IP
- TV Satellite Companies
- Web Hosting Services



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### CHAPTER 4

#### *How To Select Elite Keywords*

Let's be direct and define elite keywords as ones that make a lot of money. Google and Yahoo have keyword tools that can help you find the most relevant ones, select them, and work with them. Both of these search networks will suggest keywords that are relevant to the product or service you're trying to advertise. In fact, the tools suggest so many keywords an early task is to select the most profitable ones.

While there are also independently authored keyword software programs that can be helpful, you won't need them. Just learn what we'll show you. Once you've found all the keywords and phrases that could be relevant, how do you isolate the ones that will convert to the most sales?

#### *Initial Elite Keyword Tactics*

First, ask yourself the obvious: what search terms are online shoppers most likely to enter when they're interested in the product or service you're advertising? Second, include a call to action that tells shoppers what you want them to do. Some examples are "purchase," "buy," and "enroll."

Why do this? Imagine people who want to buy insurance. They might enter "buy insurance." Since your ad includes that keyword literally, it will be more likely to show up in the search results. You also have the pleasure of knowing that, if they enter "buy," they're really ready to purchase. You don't have to convince them. You just have to get the right ad in front of them.

Another smart but simple tactic is to include the word "compare." Why? A lot of consumers want to compare, so they may enter "compare insurance policies." Or they may be attracted to your ad because it offers the opportunity to compare.

So it's smart to include these words among the keywords of every ad campaign. Put one or more right in your ad and combine it with other keywords you've selected. It's also an

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obvious but often overlooked tactic to include the name of the product in your keywords. If the brand is well known, enter it, since many people will search for it. If the company that makes it is well known, include the company name, knowing some people will enter it in their search.

Another overlooked tactic is to think if there are obvious spelling errors people might make. For instance, take the word insurance. Some people might type in “insurence.” Since few marketers have ever selected such a keyword, it will usually have a cost per click price that is low, and when people enter the misspelling, there won’t be a lot of other ads out there that are as exact a match as yours.

You’ll also want to manipulate the order of your keyword combinations; for example, you can reverse the order of them. Take “life insurance.” You should also use “insurance life.” Many people enter the category name before they enter the specific product they’re looking for in the category.

Let’s say you’re selling insurance. Here is a basic list of keywords you might choose.

	Home insurance	Insurance dental	Policies insurance
	Car insurance	Buy insurance	Aetna Insurance
	Life insurance	Purchase insurance	Chubb Insurance
	Medical insurance	Compare insurance	Hom insurance
	Dental insurance	Insurance plans	Lif insurance
	Insurance home	Insurance policy	Etna insurance
	Insurance car	Insurance policies	Chub insurance
	Insurance life	Plans insurance	
	Insurance medical	Policy insurance	

### *Use The Keyword In The Title And Copy Of Your Ad*

When Google crawls the Internet, looking for matches, their programs and robots are exact. There’s no subjectivity. To appear in the maximum number of searches, you want to be very exact in your advertising. One way to make sure your ads are Internet savvy is to use the keyword you think is the most likely search term right in your headline and/or copy, preferably in both.



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For example, let's take an ad for life insurance. The title or first line of the ad might be: **Buy life insurance**. The copy line might read: Compare life insurance rates. Notice how exactly we've attempted to hit the "bot" on the head. Of course, you'll also want to include both the singular and plural forms of your most important keywords, simply because some people will search for one or the other.

Yes, if you're using a keyword without special markers to delineate exactly how it is to function (more about these markers later), Google and Yahoo may show you ad when somebody enters a plural keyword, such as "insurance policies," even though you've only included the keyword "insurance policy." But your ad is much more likely to show up if you've included the plural keyword.

Google and Yahoo determine if they will show your ad if you only enter the singular or plural keyword by taking into account the history of your account in terms of performance, particularly CTR or the Click Through Ratio. But it's in your best interest to do everything you can to control the choice.

### *Where to Get Free Help With Keywords*

You can get free help with choosing and maximizing keywords from a variety of sources. Some of the most widely used keyword tools are:

- Google Keywords
- Google Sandbox
- Overture Keyword Tool
- Word Tracker

You will also find live tutorials on Google, and we suggest you make the most of them. They're a treasure of knowledge, presented by the creators of Adwords. For instance, here's just the advice that occurs when it's time for you to improve the quality of a keyword or raise your bid:

**Improve your keyword's quality**

**Increase your keyword's maximum CPC**



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This process is called optimization, and there are several ways to accomplish it:

- Edit your keywords by using the Keyword Tool to find keyword variations or change your match type.
- Edit your ad text to mention your keyword or include a call-to-action phrase (like register, find or join).
- Learn more about optimization

Improving the quality of your keywords is the best way to maintain a relevant, cost-effective campaign. It may take longer for your keywords to be tested and re-activated, but you'll receive the greatest return on your investment in the long term. If you want to re-activate a keyword for search immediately, increase its maximum bid.

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### CHAPTER 5

#### *What exactly is a Google Campaign*

A Google campaign may consist of ads for a single product or for a variety of products. Most importantly, each ad will be built around tightly related keywords and ad copy that highlight various selling points. Shotgun approaches in terms of keywords have a low quality score and so the cost per click is high. Each ad should be as focused as a silver bullet.

#### *How to Create A New Campaign*

Let's assume that by now you've set up your Google Adwords account and joined an Affiliate Network (or that you have another way to get a product or service to promote). Now you're ready to create your first Adwords campaign. If you haven't done so already, delete your prototype campaign. You want to get a fresh start.

While it is actually quite easy to create an Adwords campaign, it takes real know-how to create one that will achieve results that make a significant profit. Here are some suggestions.

##### *1. Name your campaign in a way that's easy to recognize*

This will help you keep tabs on it as your campaigns multiply. We suggest you include the name of the product or service. If you have a Website you're promoting, you can include its URL.

##### *2. Uncheck the Content Network*

Google offers three places where your ad can show up: Google Search, Google Search Network, and the Content Network. The one you definitely don't want to be on, especially when you're learning and funds may be scarce, is the Content Network. Why? The traffic comes from Google AdSense, which displays ads on many smaller Websites that often produce low-quality, poorly targeted traffic. So your ad will



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get a lot of clicks, but they won't convert to many sales. There is also far more click fraud on the Content Network. Google Search offers the highest quality traffic. The Google Network also offers excellent traffic. It's made up of Google's key affiliates, such as AOL and Ask Jeeves.

### *3. Set Your Daily Budget*

When you set your daily budget, you tell Google how much you're willing to spend on clicks per day. You can set it for \$5, \$10, \$25, or far more. The higher you set it, the more Google or Yahoo can show your ads. Once your budget is clicked away, the search engines will stop displaying your ad in searches.

We recommend starting every campaign with a small budget. Then increase it after you get an idea of how the campaign is converting and have some time to refine it.

### *Traffic Tip*

When you use the Traffic Estimator on Google, which we'll cover later, it will provide a recommended daily budget. You'll get the maximum traffic if you set your budget way above the amount Google recommends, even ten times the amount. Yahoo allows you to spend without putting any limit, if you choose. These choices will mean that your ads will be shown all the time and that they'll achieve the most hits possible. Obviously, this is an especially attractive option if you're dealing with a campaign that you know is profitable.

At a minimum, you should set your budget at the level Google or Yahoo recommends. But the ideal is not always attainable, particularly when you're just beginning to be a search marketer.

For now just set your budget at a level you feel comfortable with. If it's significantly less than the recommended amount, at least, you're getting started. You can keep track of it for a few days to get a feeling for how fast or slow it gets clicked away and what your return on investment looks like.

### *Create Your Ad Groups*

Each campaign is made up of extremely targeted ads that form an ad group. Each ad in a



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group will contain only a small number of sharply focused keywords, used in a variety of specific ways. You can use as few as one, two or three keywords per ad or as many as twenty or twenty five.

In fact, limiting an ad to just one keyword is an excellent way to compare the effectiveness of different keywords; later, you can try combining their traffic-building power. When you create the copy for each ad, your goal is to make it tightly relevant to the keyword or keywords that you've selected for the ad.

This sharp focus is a secret many marketers are unaware of. Instead, they just enter all the keywords they can think of, believing that more of them means more exposure and traffic. The problem is, Google's click charges are based on the quality of the keywords. If you have too many keywords, many of them are bound to be low in quality, because they're less relevant. So your cost per click will be higher, and your ads will show up in less targeted searches. The unfortunate result is you will have a much harder time making money.

Some Internet marketers may pick a lot of keywords right at the start of a campaign to see which ones generate the most traffic. But they quickly rework the winners into tightly focused ads. You can, however, achieve much the same result and spend nothing by using Google's Traffic Estimator for different keywords.

When you make the keywords exceptionally relevant to your ads, that is, when the keywords and the copy of each ad in your ad group form a tight combination, you'll show up in more relevant searches, pay less per click, and have a much higher CTR, higher sales, and a much better ROI.

(Click Through Ratio (CTR) is the relationship between how many times your ad appears in a search and how many times a searcher clicks on it. A 10% CTR indicates that ten out of every hundred times your ad appears in a search it is clicked on.)

### *The Common Keyword Technique*

A quality ad is one that is highly focused around the product and the keywords that apply to it. The creation of quality ads is the cornerstone of Elite Internet marketing.

The basic technique for creating ads and Ad Groups with high quality ratings is to select your keywords for each ad using what is known as the Common Keyword Technique, which basically means that all the keywords or keyword combinations and phrases in each ad should have at least one common word or word combination in them and that keyword or keyword combination is the one you will highlight in the copy of the ad.

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The Common Keyword Technique significantly increases the quality score, because it makes the ad extremely relevant to what the online shopper is looking for.

What will people search for to find your ad?

When people search Google for these words, your ad will show up. Pick several words or phrases that relate to the product you're advertising. The more keywords you have, the more often we can show your product.

To illustrate the Common Keyword Technique, let's imagine we're creating an ad for something called "The Hollywood Diet." The common keyword combination is "Hollywood Diet." Each keyword phrase we create would contain these two keywords. If we did so, the ad group would very likely achieve a high CTR. So it would have a high quality score, with a lower cost per click.

Ads with a high quality score also appear in higher positions in the search results. In fact, if your ad achieves a quality score that is high enough, it could appear in the first position in the sponsored search results, even though you could be paying less per click than other ads in the same search results.

That's good news, because you'll get more traffic for less – and quality traffic, because you've honed your ad to appear in searches where people are interested in the product or service you're advertising. So your profits will be higher.

How Many Keywords Should You Have Per AdGroup?

We recommend limiting the total number of keywords in an Ad Group to under 25. But remember you'll be working with them in a variety of ways, so the actual number in the group will increase. Here are the basic steps to creating an ad, using the Common Keyword Technique.

Let's use our Hollywood Diet.

We can select our 25 or so keywords, or we may choose to select far fewer. Then we will begin to arrange them so we can create individual, highly focused ads with just a few keywords from the group for each ad. Here are the keywords around which one of the ads might be built, using the common keyword technique.

Hollywood Diet

New Hollywood Diet



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Hollywood Diet works

Lose weight with Hollywood Diet

Hollywood Diet Of The Stars

Obviously, the common keyword phrase is “Hollywood Diet.” Now, it’s time to use it in the ad that goes with these keywords. We will use the common keyword in both the title and the copy:

*Title: New Hollywood Diet*

*Stars Lose Weight With Hollywood Diet.*

If a user has heard about the Hollywood Diet and enters the search term “Hollywood Diet,” you can see how relevant the ad is to the search. It will very likely be displayed, because the common word the ad is built around is exactly what the person is searching for. And, when the keyword or words that resulted in the ad being displayed in the search are in the copy of the ad, Google puts them in bold type. The bold type helps attract attention and results in a higher CTR.

When you know how to create ads with a high quality score, you’re well on your way to becoming an elite Internet marketer.



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### CHAPTER 6

#### *Writing Elite Ad Copy*

There's a huge difference between just writing ad copy and writing ad copy that that sells. Here are the techniques that will help you write copy that achieves results.

##### *Writing The Title*

The title or first line is the most important part of the ad. State the name of the product or service that you're selling. This will flag your audience. Include the keyword the ad is built around.

##### *Writing The Support Line Or Lines*

The first line of the copy should state the principal benefit of the product or service you're selling. What does the key product attribute, or feature, mean to the purchaser? Your goal is to state the most compelling reason to buy the product or service, in the most compelling way – and then make sure it shows up in the most compelling places.

Remember, an ad isn't about the "steak," which is the meal; it's about the "sizzle," which is the taste. Don't just state an attribute. Transform it into a compelling consumer benefit.

**Strive to make an ad say the best thing about the product or service, in the best way, in the best places.**

By following these simple rules, you'll be able to create ads that sell. Here are some additional techniques.

##### *Psychological Moment*

Think about the psychology of the people who are looking at your ad. What are they thinking at that moment? Make sure your ad is addressed to shoppers in a way that connects



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with the psychological moment you think they're at in regard to the product or service. Why did they do the search? What are they looking for? Is it the kind of product or service that requires some assurance about quality or reliability?

### *Always Include A Call to Action*

How often have you seen an ad that says "Buy it now!" "Purchase it today – and save!" "Sign up now!" "Learn Microsoft Excel!"

These are all calls to action. No piece of direct-response, or DR, advertising should be created without a call to action. And DR advertising is what you're creating. They tell the reader exactly what you want him or her to do. Notice that every one of the calls to action begins with a verb and most end with a word that states the need for an immediate response, which is the time-fuse.

[This phrase lets the visitor know that when they visit your site they will be required to sign up. These kinds of phrases prepare your visitors for what is offered on your website. In this example, the visitor will be aware that an action ("Sign Up") is required to "Get Started Today."]

### *Make Your Ad Dramatic*

You want your ad to stand out and achieve an effect. If it doesn't capture attention, what does it matter what you're selling? So you must make it dramatic. That doesn't mean you have to be a dramatist. It means you have to highlight and concentrate the news that presents exactly what the person is looking for in terms of the principal benefit. By making your ad dramatic, you'll make it stand out as the most logical choice on the page.

Here is an example of a dramatic ad.

*Who needs medical insurance?*

*You do. Find affordable medical insurance today!*

A dramatic ad will drive more traffic and lead to more sales.



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If you're driving traffic to your own Website, you should make sure there's an immediate connection with the ad on the home page. The most exact connection is to repeat the major benefit and follow it with the call to action that's in the ad.

For instance, if the ad says "Find affordable medical insurance today!" the same message should ideally be repeated on the home page, so shoppers just have to click on it to continue with the search that brought them to the site.

### *Address The Obstacles To Success*

Consider what shoppers might think of that would prevent them from buying and address them. Do they need quality reassurance? A price comparison?

### *Select Your Audience*

Content often selects your audience. But you don't want people who are just searching for information to click on the ad. You want people who are ready to buy.

One way to select the buyers from the non-buyers is to include the price in the ad. The higher the price, the more important it is to include it, because the price will select the people who are willing to pay it and exclude those who aren't. Of course, if you're offering a great price break, you'll want to include it. The important thing is, when price plays an important role, you should give searchers an idea of what they'll have to spend before they click.

Let's take our insurance ad as an example.

*Who needs medical insurance?*

*You do. Find medical insurance: only \$199 per month!*

You don't have to use all these techniques in all of your ads. You'll want to include different ones in different ads. Then monitor them for results and go with the ad or ads that produce the highest CTR and the most sales.



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### CHAPTER 7

#### *More About Quality Score*

To a great extent, your success as an elite Internet marketer depends on the Quality score your ads are able to achieve. So we'll go into more detail.

As you know from our earlier discussion, the quality score is the way Google ranks every ad. The score determines the position of the ad in the search results and the minimum bid price of the keywords you want to use, which, of course, determines your CPC or cost per click.

Yahoo Search lets you look right at what other people are bidding for different keywords and positions, so you can see how much you have to bid to achieve a certain position. Of course, you'd prefer to be first, but that can get expensive in terms of cost per click and you'll attract a lot of curiosity seekers who have no intention of buying. It's usually good enough to place your bid so that you'll show up in the top three or five ads or at least among the ten that are on the first page of the search results.

The Google Quality score system is different. By knowing how to work with it, as well as the Google Traffic Estimator, you can achieve better positions for less, so you can make more money while spending less – and that means a higher return on investment. By offering quality score, Google has become the highest quality paid search network.

How does Google determine quality score? There are five variables: CTR, Ad Content, Ad Grouping, Ad History, and the content of the Landing Page (more about landing pages later.)

#### *1. CTR or Click Through Ratio*

CTR is, as we stated earlier, the percentage of clicks that your ad elicits in relation to the number of search impressions it receives. So the CTR is an accurate measurement of how persuasive your ad is to its target audience.



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### How can you increase the CTR?

When you experience a CTR of 1 % or less, it's pretty easy to increase it to 5% or more just by utilizing the Common Keyword Technique. Also, experiment with the other techniques we've already covered.

#### 2. *Ad Content And Quality Score*

Your ad content can influence its quality score. The most reliable way is just to make sure the keywords for the ad are repeated in the ad copy. We demonstrated how to achieve that before. Here's another example.

If you're doing the Hollywood Diet, your keywords will certainly include "Hollywood Diet," "lose weight," "lose weight fast," and "lose weight like Hollywood stars." So when you create an ad, you could do one that says:

*Title: New Hollywood Diet*

*Lose Weight Like Hollywood Stars*

*Sign up to lose weight fast*

#### 3. *Ad Grouping*

By creating ad groups, you can build each ad in the group very tightly around selected keywords. It's a good idea to limit the Ad Group to about twenty or twenty-five keywords. We've seen Google itself create Ad Groups with as few as five or ten keywords. Google also offers four different forms in which each keyword can appear. We'll explain those later.

The important thing to remember is, the more relevant the keywords you choose are to your product or service, the higher your quality score for the keywords and your ads will be. When your keywords are too numerous, many of them are bound to be too general, so they will reduce the quality score and increase the CPC.

#### 4. *Ad History*

Once your ad or ads start to run, they develop a history. Google monitors this evolving history. If your ads perform well, Google will forecast that they will continue to do well and that will help the Quality score. If they do poorly, Google will assume they or any other new ad or ad groups you create, along with any new keywords you select, will continue to



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perform poorly and that will decrease the quality score.

You can take advantage of a successful history or work to remedy an unsuccessful one. If you see an ad that is performing well, look carefully at the copy and the keywords. See if you can manipulate them to create targeted ads that will show up in other searches. You can either drop or revise ads that perform poorly.

Of course, the best way to get a good ad history is to set up ads that will get a high quality score from the start. Then Google will provide you with improved positions and CPC's.

### *5. Landing Page Content*

Quality score is partially influenced by the relevance of the landing page of a Website to the content of the ad that sent the Web shopper to the site. Google's robots crawl Web pages constantly to determine the content. So you want the "bots" to find content that's extremely relevant to the content of your ad groups.

If it's not, the content will obviously lower the quality score. The robots will also be able to determine if you're attempting to hide the landing page content with various techniques, such as redirects and cloaking. It's much easier – and much more potentially profitable – to make sure the landing page content correlates with the content of your Ad Groups.



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### CHAPTER 8

#### *Effective Bidding: Effects on Ad Placement*

Now that you are familiar with quality score, it's important to implement the correct techniques so that you can achieve the best return on investment while keeping the relevance and overall quality of your campaign high. There is a fine balance between bidding, ad placement, quality score, traffic, and overall cost.

#### *Ad Positions and Bids*

What position do you want your ad to be in to generate the most traffic? Ideally, the top position or, at the very least, on the first page of the search results. The top position can get, as we said earlier, a lot of clicks from people who are just curious and not real buyers. The second, third, fourth or fifth positions are also excellent, and you'll attract fewer people who are just looking.

If you examine search pages, you'll see sponsored search results occur on the side, as well as at the top and bottom. As many as 10 paid-search ads can appear on one page. Since most Web surfers don't go beyond the first page, it's important to be one of the first ten ads.

You can determine what position your ad will have by using Google's Traffic Estimator. Since the results you will see are based on data from the past, it's not entirely accurate, but it can be an excellent guide to decide how to start your bidding.

#### *How To Use The Google Traffic Estimator*

Once you select the keywords for an Ad Group, Google will take you to a page that asks you to enter your maximum cost per click, or CPC. You will also see a link that says "View Traffic Estimator." Click on the link. It will take you a page that will show you three important things: the cost of each keyword, estimated average CPC, and probable position.

Look the results over. Then experiment with different bids while updating the page by clicking on "Get New Estimates."



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Enter your maximum CPC

Higher CPC's lead to higher ad positions, which usually get more clicks.

You'll also want to estimate what keywords are likely to generate the most clicks. At the top of the page you'll see a link that says "Clicks Per Day." Click on it to arrange the keywords so that the ones that are likely to get the most clicks will go to the top of the list. They will appear in descending order, based on traffic estimates. So you can see which keywords you'll most likely be spending your money to sponsor.

Since you want your ad to be in position 1 to 10, you may have to increase your maximum bid. When done, click the "Continue" button and save the ad. What do you do if you can't afford the bid price to be in a high position? Get started and work toward improvement. Just know that at a lower maximum bid, it will take your ad more time to generate traffic and prove or disprove its effectiveness.

### *Traffic Volume Vs. Cost Per Click*

It's great to get traffic and, as you your ads start to generate impressions and clicks, you'll be able to see which key words are getting the clicks and either costing you money or making you money. But the most important question is, how much traffic is each keyword converting into sales?

Obviously, the keywords that attract the traffic that is most likely to buy your product or service will perform the best. So the more relevant the keywords are to the searcher, the more profitable they will be.

If you're getting traffic but not converting it to sales, you're not spending your money wisely. Here's a handy rule. Figure out how much you'll earn each time you generate a sale, that is, the amount of a single commission. If you spend that much on clicks without getting a single sale, you're losing money.

So put the campaign on pause and examine what you're doing – the overall amount you've spent on the campaign, average cost per click, average position, and the traffic each keyword is generating.



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Since you know you're getting clicks but not making sales, look at the keyword or words that are generating the useless click volume. Then lower your bid, which may or may not make them inactive, or delete them entirely. At this point, you may also want to try some new keywords. Remember: the most relevant ones will convert the most traffic, because they will attract the most likely purchasers. *Precision promotes profit.*

### ***High Cost-Per-Click Bidding***

As you progress, you'll see that the cost of advertising with various keywords and in various industries varies widely. Sometimes the price per click can be very high. We consider pricey bidding to be anything where the cost per click on a keyword is \$1 or more for your ad to appear on the first page of relevant search results. Obviously, the only time it makes sense to pay \$1 per click or more is when the commission you expect to earn is high enough to still allow you to make a profit.

For example, let's take a keyword that costs \$1 per click for a product that pays \$100 for a single commission. You're just at the break even point if you convert one out of every 100 clicks. To make a profit you need to convert two or more sales per hundred clicks. We like to convert 3 to 4.

It's easy to calculate your break even point.

One Commission = \$100

Average Cost Per Click = \$1

Break Even Point = 1 Sale Per 100 Clicks

The ratio you will have to convert to break even is 1:100. As the number of clicks goes down per conversion, your profit goes up. If you can halve the number of clicks per conversion, to the ratio would be 1:50. At that number of clicks per sale, you'll be making a 100% return on your investment.

In high cost-per-click bidding, it's especially important to get the most clicks for the least amount of investment. So when estimating traffic for a new campaign, you'll still begin with the minimum bid price (\$0.01 USD). Of course, you'll find that many of your keywords



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are inactive. So you'll have to experiment until they become active at the lowest CPC you can manage. Raise the price until you're comfortable with the estimated traffic and the cost per click, while you keep in mind that your goal is to have the ad show up in one of the first ten positions.

*These Techniques Will Help You Become An Elite Internet Marketer.*

Why? Simply put, they will help your quality score go up. And, as we said before, as it does, the CPC goes down while the ad position rises.

There's a very sound reason.

**Always remember: Google is in the search business and rewards people whose ads are highly relevant to searches and perform better.**

Google places your ads in search results according to their quality score and maximum bid. So you can increase your profits.

### ***Ad Scheduling Or Dayparting***

Recently, Google gave advertisers what many of them have been requesting for some time – daypart advertising.

Google describes the option in this way:

This lets you tell Google exactly when you want your ads to run, and more importantly – when you do not want them to run. In addition, more advanced users can automatically modify their bids based on time-of-day and day-of-week cycles in campaign performance.

Ad scheduling can also help you improve your ROI by ensuring that your ads run when it makes the most business sense. For instance, a local business may only want to run their ads during business hours, or an online retailer may want to boost their bids during their busier-than-normal lunchtime shopping period. If you wish to try this new feature, you can enable it via the Edit Campaign Settings page.



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### CHAPTER 9

#### *What About Inactive Keywords?*

When you see that Google has made a keyword in your ad group inactive, Google will display the reason. Your max bid is not set high enough to activate the keyword. You'll see a notice from Google beside the keyword or words that says "Inactive for search. Increase quality or bid \$X.XX to activate." (Of course, \$X.XX will be an actual amount.)

A word or ad may be made inactive because of poor performance. Don't just automatically raise your bids. See if you can apply the techniques you've learned to increase the quality, so you can make your keywords and ads active while you still control your cost per click.

Of course, if the keyword or ad was making money, the quickest way to get back in business is just to calculate if it will still make money if you increase your bid to the level recommended. If you're satisfied with what the resultant ROI will be, go ahead and increase the bid. Then go to work to see if you can create another ad or make other changes that will result in a higher quality score.

#### *All Google Accounts Are Not Treated Equally*

You should also know that every Google account is not treated the same. Why? Minimum bids and ad placement are partly determined by the overall quality score and history of the account. When an account has keywords and ads and Web pages that are consistently relevant, along with high CTR's, the quality score is high. So Google feels you are serving its search customers well and rewards you by making the minimum bids to activate keywords and ads lower – another reason to follow the techniques in this book to raise your quality score!

Since we have high Google quality scores, we can often activate keywords with the minimum \$0.01. At the same time, we know that other marketers must bid 20 or 30 cents to activate the same keywords.



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### *Arriving At The Right Daily Budget*

How much should you spend to advertise each day? The answer isn't just related to money; it's related to how much you must spend to achieve your goal. As usual, that relates to your quality score. One of the benefits of this is that, even if you have a smaller budget, you can compete with other marketers who have bigger budgets, as long as you keep your quality score high.

Of course, you must set your budget at a level you can afford. You're not in the Internet marketing business just for a day but for the long-term. It's important for you to preserve your capital while you learn how to earn.

### *Helpful Budgeting Techniques*

First, you may want to set your budget on Google higher than the one you're actually willing to spend.

Let's say you're willing to invest five or ten dollars a day. The problem with setting your daily budget at, say, \$5, is that it may be too little to activate your ad for many of the searches made with your keywords. So you may wind up spending even less than \$5. On the other hand, if you set it much higher, say, at \$25, your ads will appear in far more searches. *But, of course, when you use this technique, you have to monitor the spending.* If you actually exceed your budget, just pause the campaign for the rest of the day.

You'll find a daily budget calculator in Adwords that will recommend what your daily budget should be for the keywords you selected. If you set your budget at five to ten times this amount, you can be sure your ad will be served in all the appropriate search results. Google actually displays the time your ad is being served, and ideally it will tell you 100% of the time.

While it's not likely that you will actually spend five or ten times your daily budget, particularly if it's based on Google's recommended daily budget for your keywords, it could happen – a possibility that makes it especially important to monitor your account. And, to be successful as an online marketer, you need to be involved; that means taking the time to log onto your account on a regular basis every day.

*Be warned, however, that this "higher than the actual budget" technique is only recommended when you have Content Search turned off. Don't use it if, for some reason, you have it turned on – or you could easily spend as much money as you tell Google you're willing to. And you might*



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*not make a single sale, because the audience you're reaching won't be nearly as relevant for the product or service you're promoting.*

Google calculates the daily budget over a 30-day period. You'll notice that on some days you do spend more than your budget but on other days you spend less. Google manages the spending so that, on average, you will spend at or very close to your budget level over the 30 days.

### ***How to Monitor Keywords To Maximize ROI***

When you create an Ad Group, you must always use the Google Traffic Estimator to determine which keywords will likely result in the most traffic. These are the keywords you must monitor the most, because you don't want to spend on a lot of clicks that don't result in sales. When you see a keyword that is getting a lot of clicks but not producing a consonant number of sales, you have to remove it from the mix. So lower the bid to deactivate it or just delete it. It might work for another product or service, but right now it's just gobbling up your precious investment funds.

### ***How To Split Test Your Ads***

What is split testing and how can it benefit you? Split testing is when you create multiple ads for the same keyword group. Then you monitor the results. Thankfully, Google provides data on how each ad is doing, including impressions, clicks, and CTR.

As a result, you can compare different titles, claims, and support points. So you can optimize your advertising to achieve the highest sales and profits. For instance, you might create two ads that have the same title but different support points. Or you might create two that have different titles but the same support points. Then you can watch which performs best.

What you learn can dramatically increase your ROI. When doing a split test, certain techniques can make it more effective.

### ***Optimized Ad Copy Test***

When you set up a campaign, there's an option that asks Google to optimize the way it serves your ads. The default setting tells Google to optimize it.

What does optimization do? When the option is turned on, Google knows to display the



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ad that is converting better more often. So you're actually making more money even while you're conducting the split test. Yet you're compromising the accuracy of the split test.

If you really want to conduct the split test accurately, turn this option off. Then, when you have enough data to know which ad is working better, go with that ad, and drop the other one.

### *Non-Optimized Ad Copy Test*

A non-optimized split test is the most accurate way to determine the results of two different ads. It basically means both ads will be shown an equal number of times. You'll also be able to monitor which ad costs less per click, so you'll know which one has a higher quality score. How often do you need to see the two ads clicked on before you can determine with certainty which one is performing better. We suggest anywhere from 200 to 250.

### *Dynamic Keyword Insertion*

Dynamic Keyword Insertion is a tool many advertisers don't utilize, but it can be quite effective. The keyword is dynamically placed in the title or body copy of an ad, and it appears in bold type.

Let's say you have a large number of keywords that are relevant to your product and audience but don't wish to write multiple ads to optimize them. With dynamic insertion, you can make a place for various keywords to appear in bold, while you leave the rest of the text in place.

When a Web searcher enters a keyword that is in your ad, the ad shows up with the keyword in bold type. Dynamic Keyword Insertion lets you carefully control the variables in the ad while it targets different keyword searches.

When you use the technique, you'll create ads that will likely get a high CTR. The drawback is, Google does not add points toward the quality score for the ads, and, as you know, higher quality means lower costs.

As an alternative, you can create the same series of ads without Dynamic Insertion. Since they will have a higher quality score, they will appear higher in search results – and at a lower cost per click.



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### *How to Use Dynamic Keyword Insertion*

Here is the typical structure used for Dynamic Keyword Insertion. Notice it appears in brackets. This identifies the ad as one that uses the technique.

{KeyWord: Default Text}

The first part of the ad consists of the term “KeyWord.” Notice that both the “K” and the “W” are capitalized. This is actually an instruction that inserts your keyword, while capitalizing the first letter of every word. The next part of the ad is a colon, which is followed by the default text.

When a searcher enters a search term that is too long to fit in the ad, the default text appears. If you use “Keyword,” with a capital “K” but a small “w,” Google will only capitalize the initial letter of the first keyword, so the text will appear in what is known as sentence style. If you use a lower-case “keyword,” the keywords will appear in lower case but will still be bold.

Dynamic Keyword Insertion is an efficient way to determine which keywords are performing best, because you control all of the variables except the keyword. But once you determine which keywords are your best, it’s better to create individual ads built on the keywords. That way you’ll get the benefit of the keyword at the same time you can increase your quality score. When you do create such ads, don’t forget to delete the keywords you use from the Dynamic Keyword insertion Ad Group.

We use Dynamic Keyword insertion from time to time, but we switch to creating individual ads for the keywords as soon as we know which keywords are doing best.



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### CHAPTER 10

#### *The Four Keyword Match Types*

There are four ways a keyword can be presented by Google. Most Internet marketers don't know the choice is available, let alone what each one can do for you.

*You will find the description of match types if you click on Tools in Adwords. You'll also find many other helpful tools.*

We recommend that you learn to use them well. When you do know the differences among the match types and how to use the four appropriately, you can use them to increase your CTR and your overall quality score.

Google defines the four match types as follows:

**Broad Match** – This is the default option. If you include a general keyword or keyword phrases – such as *tennis shoes* – in your keyword list, your ads will appear when users search for *tennis* and *shoes*, in any order, and possibly along with other terms. Your ads will also automatically show for expanded matches, including plurals and relevant variations. Broad matches are often less targeted than exact or phrase matches

**Phrase Match** – If you enter your keyword in quotation marks, as in “*tennis shoes*”, your ad will appear when a user searches on the phrase *tennis shoes*, in this order, and possibly with other terms in the query. In this case, the search can also contain other terms as long as it includes the exact phrase you've specified. For instance, your ad will appear for the query *red tennis shoes* but not for *shoes for tennis*.



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**Exact Match** – If you surround your keywords in brackets – such as *[tennis shoes]* – your ads will appear when users search for the specific phrase *tennis shoes*, in this order, and without any other terms in the query. For example, your ad won't show for the query *red tennis shoes*. *(Needless to say, this is a very precise way to target an important keyword.)*

**Negative Keyword** – If your keyword is *tennis shoes* and you add the negative keyword - *red*, your ad will not appear when a user searches on *red tennis shoes*. *(You'd use this negative keyword if you weren't marketing red tennis shoes.)*

When you use broad, phrase, and exact matching options for each keyword or phrase within your Ad Group, you will greatly increase the CTR and quality score.

Let's take the example Google uses and work with it more.

### *Keyword: Tennis Shoes*

Most marketers would just use the broad match. But, if you use the broad, exact and phrase match types for this keyword phrase, you'll achieve a higher CTR. Why? The impressions Google calculates will be divided among the 3 match types, so you'll essentially have three possible keywords dividing the same number of impressions that would usually be applied to only one keyword.

### *Tennis Shoes, "Tennis Shoes", [Tennis Shoes]*

#### *Phrase Match*

When you put the keyword in parenthesis and an online shopper enters the search term "Buy Tennis Shoes," then your phrase match "Tennis Shoes" is likely to be triggered. Google will only register an impression for this phrase-match version of the keyword.

If the user searches for the term "Tennis Shoes," your exact match *[tennis shoes]* will be triggered. And only the exact match type will have an impression recorded for it. If the surfer searches for "Shoes basketball tennis soccer," your broad match term might be triggered. Then the impression would be calculated for that match type.



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*We strongly recommend that you use all three match types for each keyword in your Ad Group.*

If you use up to 25 keywords for each Ad Group and use each one three ways, you'll have 75 keywords. While that's a lot of keywords, it's still acceptable. However, when Google itself optimizes an ad we've seen the specialists there use as few as two keywords per ad, in two or three match types. This results in highly focused ads with low costs per click. Such highly focused ads may not get as many clicks as you need, even if Google creates them for you. So never hesitate to experiment.

*Google also uses a fourth type, known as Negative Keywords.*

When you put a minus sign (a hyphen) in front of a keyword, it tells Google to eliminate the word as a match from your search. Let's say the Hollywood Diet you're advertising only comes as a book at this time. But you know that many people may be looking for a diet video or a diet center like Weight Watchers. You don't want your ad to appear for search when someone wants to find a diet video or center, so in your keywords you would include, after the usual ones, these: -video and -center.

If you had Google optimize your ad campaign, the techniques you've learned are exactly the ones their ad experts would work with.

*By the way, once you're working with Google, you'll discover that they may offer to optimize your advertising free of charge. You may, however, find that even their optimization will not perform as well as your own campaigns will, because you'll be working with many of the same techniques they will, but you'll also be monitoring how your ads are doing and refining them.*



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### CHAPTER 11

#### *To Use Or Not to Use The Google Content Network*

The Google Content Network has a lot of minuses but it also has some pluses.

When you start out, we recommend that you simply turn it off. You could waste a lot of your investment money. As much as 80% of your traffic can come from the Content Network, and, as we noted before, the traffic will not be as relevant to your ad as you need it to be to provide a profitable CTR.

Yet the cost per click on the Content Network can be significantly lower than it is in regular Google Search or its Search Network. So, once you know which of your keywords and ads have a high CTR, you might find you can make a profit leaving the Content Network active.

What is the Content Network? It's made up of publishers, actually Website owners, that display Google Ads on their Web pages. Certainly, you've clicked to a site and seen the Google ads.

Google calls the service AdSense. To make it work, Google has robots that crawl the pages of the sites on a regular basis to determine the content, even when it changes. Then Google places ads on the pages that are targeted to the audience the content would most likely attract.

In theory, the traffic your ad would attract does sound targeted. Realistically, the traffic is of a much lower quality than your ads will interface with on Google Search. One way you know this is that the CTR is much lower.

Beware: The Content Network is also where the most click fraud occurs, and it's very hard for Google to track it. Since the publisher gets paid on a per click basis, there's a temptation for unscrupulous Website owners to click on the ads from time to time themselves. And what are those kinds of clicks going to do besides cost you money?

Since conversions are low, if you're going to make money on the Content Network, select products that have a high ROI – so you can pay for all the clicks and still make a profit. Yet, as we said, effective use of this network requires you to know which of your keywords have



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the highest CTR. If you don't, we recommend that you leave the Content Network off. You'll do best when you spend your money on quality traffic.

### *Setting Content Bids*

While the Content Network can produce a lot of traffic, it offers the lowest quality traffic in Adwords. One way to deal with this dichotomy is to set your CPC lower – with bids from \$0.01 to \$0.05. We've gone as high as \$0.12 but only with products that have a high ROI and with ads we know produce a high CTR.

If you set your bids the same for the Content Network as you do for the Search Networks, your advertising cost will be higher but your CTR will be lower. Thankfully, you can set your bids for the Content Network separately – and Google allows those bids to be lower.

### *Don't Confuse The Search Network With The Content Network*

Google's Search Network is markedly different from its Content Network. It is made up of sites that have the Google Search bar or that function as independent search engines. For instance, AOL is part of this network. Since searchers see your ads the same way they do when they're doing a Google Search, the traffic is usually of a much higher quality. The only major difference is that the Web shopper did not initiate the search in Google itself.

### *What's Better – Direct Linking Or A Landing Page?*

In direct linking, you send pay-per-click traffic through your affiliate link directly to a merchant's site. It's the fastest way to set up and launch a campaign and it can be an effective way to make money. But there are a number of shortcomings.

First, Google doesn't permit multiple URLs to use the same search term. Why? It stops one company from being advertised a number of times with the same keyword. The restriction is also intended to increase the quality of the results.

So when you advertise a product or service using direct linking but aren't seeing much traffic, the reason might be that another online advertiser is promoting the same merchant URL with the same keywords – and the other advertiser has set his CPC higher than you've set yours or his quality score is higher than yours, so Google is giving his ads more exposure.

Also, direct linking doesn't let you offer shoppers what they often demand, which is comparison shopping. Why? You can't advertise more than one product in the category.



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Even when you do generate traffic, you're at the mercy of the sales copy at the merchant site. If it's not convincing, you lose the sale even though you send the customer to the site.

As a result of these drawbacks, direct linking results in fewer sales and lower ROI. So it's better to create a landing page. Then you'll have the opportunity to pre-sell the searcher. Here's how it works.

The traffic you generate is sent to your landing page first and shoppers see your sales message before being sent to the merchant site. It produces higher conversions because you get to pre-sell the shopper.

Also, when you use direct linking, you will not be able to gather analytical data, unless you can set up a Google conversion tracking code with the merchant. On the other hand, when you have a landing page, or a complete Website, you can collect the data with counters and other tools.

### *Use Direct Linking For Testing*

Direct linking does let you set up a campaign quickly and experience what it's like to sell a product or work in a certain industry – without assuming the overhead involved in creating a landing page or Website. Just be aware that you may have a hard time generating enough clicks to give you a firm feeling about the product or industry, since, as we said, Google will not allow different advertisers to promote the same URL with the same keyword. As expected, you may not experience great conversion rates.

Once you've gotten a feel for the product or industry with direct linking and you decide to go ahead, we recommend that you create a landing page or Website.

### *Creating Relevant Landing Pages And Web Sites*

What is the difference between a landing page and a Website?

Simply put, a landing page consists of a single page, while a Website consists of multiple pages. The only links on a landing page are your affiliate links, which will send your traffic to the merchant sales page.

When you create a landing page or a Website, the most important goal is to make sure it presents content that is highly relevant to what the person is searching for. It's your opportunity to interface with the shopper in an inviting and persuasive manner. So be



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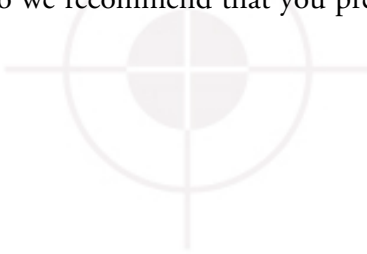
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sure to optimize your landing page or Website in terms of relevance and salesmanship. Of course, you'll also want to make it easy for your shopper to click through to the merchant page, where the sale actually takes place. Google gives preference to substantial Websites over single landing pages. So we recommend that you prefer to create and drive traffic to real Websites.



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### CHAPTER 12

#### *Advertising Techniques That Increase ROI*

##### **Target Your Content**

When people search on Google, they're looking for the results that are most relevant to their search. No wonder relevance plays such a key role in Internet marketing.

The more precise the relevance, the better. For instance, if you're promoting the Hollywood Diet and you utilize the keyword "Hollywood Diet," if your landing page primarily is about generic weight loss, it won't convert as well as if it is focused on the unique attributes and benefits of the Hollywood Diet.

Make your keywords, ads, and your landing page as relevant to the searcher as you can. You'll sell more, serve Google better, and be rewarded by Google for your service to their searchers.

##### **Compare Products**

The timeless invocation to compare before you purchase can work for you. Shoppers want to be as certain as they can that they're buying the best product at the lowest price. If you can convince them they are, you'll increase your conversions markedly. As we often say, if you can educate them, you own the sale.

How can you help consumers compare?

You can show different products with captions. Even add a table that lets the shopper compare product features and prices at a glance. Remember to feature your best sellers with the prominence you think will lead to the most sales.

Since most visits to landing pages and Website visits are relatively brief, the product you place first will attract a lot more attention than even the one you put second. The main advantage for potential customers is that they do not have to compare products themselves because you will do it for them, and in many cases, this will help convert a browser into a buyer.



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### Use Testimonials

Testimonials are persuasive to most people. In fact, if you do focus groups across the nation and ask people who they trust most, a majority of them will tell you they turn to another member of their family, a close friend, or a neighbor. These days, people are far more suspicious of experts, whether they're CEO's, doctors, lawyers, or any other authority.

So the more personal you can make the testimonials, the better. You'll relate to the search audience in a more trustworthy and convincing way.

*Even members of your family can serve as testifiers.*

We've seen enormous sales increases when some convincing testimonials were added to a landing page or a Website.

### Use Verbal and Visual Persuasion

So far we've talked about verbal techniques.

But people see something before they read about the details. And, as the saying goes, one picture is worth a thousand words. When you provide visuals – photos or illustrations – that are relevant to the search, you will increase your sales. For example, you can add before and after shots of people who benefited from the Hollywood Diet.

### Use Product Reviews

Featuring product reviews on your landing page or Website is a very personal and effective way to sell. The reviews can provide just the reassurance and guidance the searcher is looking for.

Here are some tips on creating effective reviews:

#### 1. Unify Each Review Around Relevant Products

The products you include in the same review should all be in the same category, so you can help shoppers make up their minds about what product in the category they want.



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### 2. Make The Reviews Short

A review invites readers if it's short and focused on relevant information. Don't exceed 100 or so words. If you add the review to the page and it makes the page look crowded, shorten it. Just make a few salient points about each product. Too much detail will only bog readers down and encourage them to give up and click on. Instead of long paragraphs, use bullet points, especially to highlight features. It's also not a good idea just to copy and paste the merchant's sales sheet. Sales sheets are usually very plain and factual. You want your site to look and talk like an engaging salesperson.

### 3. Create Highly Readable Reviews

Get to know the product or products you're selling, so you can write reviews that are knowledgeable and convincing. Remember, the shopper wants information, and if you provide it, you have a much better chance of closing the sale. It can help to mention your own experience with the product. So give it a credible rave. If you need information about the product, you can visit the merchant's site or do a Google search on it.

Don't copy Web information exactly, especially from the affiliate sites you may be competing with. Make the content on your site your own.

### 4. Provide Easy Access To The Merchant's Site

Since you can't complete the sale on your landing page or Website, you should make it transparently easy for the shopper to continue to the merchant's site. Your goal should simply be to do a bit of pre-selling, so the customers want to go to where they can buy the product. The faster you get them to the place of purchase, the more likely you will make the sale.

### ***Don't Just Make A Claim; Support It With "Reasons Why"***

When visitors arrive at your site, your job is to present them, not only with a claim about the key benefit and maybe important secondary benefits of the product; it's also your job to support the claim or claims with "reasons why," also known as "reasons to believe."



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Besides product-focused selling points, include selling points based on how the product will enhance the purchaser's lifestyle or improve his or her business success. And don't forget the call to action – the specific invocation that they should buy the product today.

### *How many products should you feature?*

Too many products will only overwhelm and confuse your visitors and many of them will just click off. A page of small product shots and a plethora of features will decrease your sales. Even ten products are too many.

Put no more on the page than you'd like to be confronted with when you land on a page yourself. We suggest you restrict the number of products you feature to from one to six. You can really romance one. You can do an excellent job with two or three. Four starts to be a crowd. If you get past six, who would be sure what to focus on?

### *Proofread Carefully*

Grammatical mistakes and spelling errors will diminish the credibility of your site and reduce your conversion rates. Your visitors simply won't feel that they're in reliable hands. Utilize the proofreading capacity of your word-processing software.



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## CONCLUSION

### ***Become An Elite Adwords Marketer***

You have now learned what you need to become an Adwords Elite marketer.

*It's time for you to get started.*

When you begin, be patient with yourself. Don't set goals that are unrealistic. You'll only set yourself up for unnecessary disappointments and difficulties.

But set goals – achievable daily goals. Sure, you have an overall goal – to make as much money as you can and hopefully to join the elite group of marketers who have become rich online.

We're talking about daily goals. You have a lot to accomplish. So do some of the work each day – not as plodding work, but as smart work, using what you've learned in this book.

Unless you manufacture your own product or provide your own service, you need to affiliate, if you haven't done so since starting to read this book. Make joining an affiliate program your first goal.

Once you have products and services to market, create some Google ads, using the invaluable techniques you've learned in this book. Use direct linking to give them a test run. When you find products or services you can make a profit with, set up your own landing page or Website to pre-sell the traffic that clicks on your ads.

Continue to perfect your ads and increase your ROI, while you conduct an ongoing search for other products or services you can market successfully. In short, becoming an elite Internet marketer is not something you just suddenly step into. It's something you decide to start becoming and then grow into more and more – and most likely increasing your earnings as you do.

No matter how big or small your daily budget is, set your goals for the day and work to achieve them. You now know more than most of the tens of thousands of people who are already making a living online. So success is more than possible. It's very probable. You simply have to decide to work intelligently toward it with the knowledge that we've provided.



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If you make mistakes, welcome to the crowd. We all make them. They're part of the process of working toward success. In fact, if you don't make some mistakes, you're probably being too careful. To make as few as possible, dare with prudence. Learn from your mistakes, and, when you do something right, congratulate yourself. You might earn more than you can imagine. You certainly have the techniques, now.

The knowledge we've imparted in this book is the same knowledge we use to make major money online – and have time to enjoy our lives, too. And you can use it just as effectively.

We have held nothing back. We have told you all we know about Adwords. As we've stated before, from time to time you should look into Google. There are a lot of helpful tools and tutorials available. They are updated and new ones are added from time to time. Google wants you to succeed, too – and serve their searchers well!

### Yahoo Search Marketing And MSN Search

You'll also want to become comfortable working with Yahoo Search or, as the service is also still called, Overture, at [www.overture.com](http://www.overture.com). The principles you'll use to work with Yahoo are pretty much the same, and Yahoo Search offers you another way to reach your market. In fact, there are times when Yahoo Search will offer lower CPC's and offer you more relevant keywords. At times like these, you can use both Yahoo Search and Google to make sales. Or you might decide to concentrate on Yahoo for a while. Remember, Yahoo gets more visitors than any other site on the Internet.

We also suggest you keep up with MSN Search as it evolves. It could offer you another excellent opportunity to market products and services profitably on the Internet.

You're ready to become an elite Adwords success. Go for it!



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### GLOSSARY

**Ad Copy** - The text in an ad. Creating highly focused and relevant copy can increase CTR and your overall Quality score.

**Ad Group** – A group of keywords targeted to a specific ad. The Ad Group should be made up of from one, two to twenty or so keywords that are highly relevant to the product, the service, and the search. .

**Ad Positioning** - the placement of ads Google gives an advertiser in sponsored search results. It's based on the advertiser's CPC and overall quality score

**Adsense** - Google's name for the service that allows Website publishers to present Google ads on their sites and earn money based on click volume. Since Google relates the ads to the content, visitors see ads that go with what they're interested in.

**Adspend** -The amount of money spent on advertising; another way to refer to an advertising budget.

**Adwords** – Google's cost-per-click (CPC) advertising program, which places ads on the margins of search pages.

**Search Network** – made up of Google's marketing partners, including AOL, Ask Jeeves, ABC.com, About.com, EarthLink, CompuServe and Netscape.

**Google Premium Services** – For advertisers with larger budgets or a long history using Adwords, Google provides valuable strategic and marketing services.

**Affiliate** - The marketing person or publisher in an Internet marketing relationship with a merchant.

**CPC (Cost Per-Click)** - the amount it costs for a single click. It ranges from a low of \$0.01 up to multiple dollars.

**Call To Action** - Ad copy that directs users to take a specific action, such as "Buy now!" or "Download it today!".

**Campaign** – The highest level of organization in an Adwords account. A campaign is made up of ad groups, which contain selected keywords. A single campaign can contain from one



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to as high as 200 or more ad groups. Since they're part of a campaign, they should all apply to one product, service, or industry.

**Click Through Ratio (CTR)** – The ratio between the number of impressions an ad receives and the number of clicks it evokes. An impression is added every time the ad is displayed in a search result, while a click is added every time someone actually clicks on the ad. Generally, the more relevant an ad is to the search, the more likely someone will click on it, and the higher the overall CTR. CTR is a cornerstone value in Google's determination of quality score.

**ClickBank** -The largest digital-product network online, with over 10,000 merchants and over 100,000 affiliates. The products vary in quality, consumer appeal, and commission structure. ClickBank pays its affiliates on a biweekly basis. There's no approval process.

**Commission Junction (CJ)** – One of the largest affiliate networks. Its merchants are spread through many industries and offer many different commission structures. Many Commission Junction merchants require you to apply to become an affiliate of theirs. Commission Junction keeps all of those who approve you in a simple clickable list, from which you can access banner and text ads, along with the code required to reproduce and activate them on your Website.

**Conversion** – The execution of a desired action in response to an ad's call to action. It may be a sale, registration, download, or a variety of other desired advertising results.

**Conversion tracking** - Tracking conversion statistics on a per sale, per lead, per sign-up, or per click-through basis. The process usually requires inputting your conversion code from your Adwords account in a page where results can be tallied. The resulting data can help determine what campaigns, ads, and keywords are performing and which ones are not.

**Cost Per Conversion** - The ratio between the cost of the advertising to the number of conversions (sales, sign ups, etc.) it elicits.

**Destination URL** - The URL search traffic is sent to when an ad is clicked. It may be a direct link to a merchant site, to a landing page, or to a Website.

**Impression** - An impression is tallied when an ad is presented in a user's browser. The number of impressions determines the cost of online ads in formats based on CPM pricing, which stands for cost per thousand. An impression is also known as an exposure.

**LinkShare**– Like Commission Junction, LinkShare has a large and diverse group of merchants and they may require you to go through an approval process to become an affiliate.



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**Minimum Bid** - The minimum bid that will activate a keyword. It is determined by Google and is based on relevance and Quality score. If your bid does not meet the minimum bid, your ad will be “inactive” in regard to the keyword.

**PPC (Pay Per-Click)** - Paid advertising in which the advertiser only pays for clicks to the destination URL. The cost per click is based on a specific rate that may change at any time but is agreed on before the ad is exposed for clicks. PPC advertising choices encompass per-click advertising networks, search engines, and affiliate programs.

**Return on Investment (ROI)** – Financial nomenclature that is used to denote profit, which is based on margin, that is, the difference between what it costs you to advertise and what you earn. If you invest \$1,000 in advertising and you make \$2,000 in commissions, your margin would be \$1,000 and, since you doubled your investment, your ROI would be 100%.

**Sales Copy** -The sales text that is presented in a sales piece, whether it’s an ad, a landing page, a Webpage, or any other written document that is intended to sell a product or service.

**Search Engine Optimization (SEO)** - The process of increasing the number of visitors to a Website by improving its ranking in the unpaid search results of search engines. The higher the site ranks, the more visitors it will attract. The listings are often known as natural or organic because placement is a result of the search engine’s free search results.

**Updating** – keeping your Adwords campaigns up to date on a daily basis, including daily budget, ad content, active ads and networks, account information, and all other aspects of the campaign.

**Web Page** - A single page of a Website. It contains links to other pages in the site and may also contain links to other Websites. For an affiliate marketer, the outbound links go to merchant sites, where the sales can be completed.



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