LEGAL NOTICE:

Contents

Introduction

Welcome to this eye-opening report where you will learn to master one of the most powerful marketing systems that the world has ever seen.

Adwords is scary at first, the simple fact that you are spending money every time someone clicks on your advert means you will literally see your money flowing out of your bank account, not nice if money is not flowing back in the other side.

The purpose of this report is to give you the skills you need to get up and running on Adwords and hopefully making some money. I won't sugar-coat things and say that making money on Adwords is easy, but by following the principles in this report you'll be better prepared than 99% of the people who are trying to make money on Adwords.

Read through this whole report in one sitting then come back and read relevant parts again as you start to take action and get your first campaign up and running.

If you really master Adwords then you can pretty much write yourself a blank check, but to get there you're going to need to put in some work – let's get started!

To your success.

What is Adwords?

Have you ever seen these little ads as you've been surfing round the internet?

London Budget Hotel
Clean and close to underground.
Students save 20%!
www.example.com

Or you'll find them along the right-hand side and on top of the results when you use Google to search for something. Or on websites that choose to show them.

Those are Adwords ads. Someone has paid to have that ad there to try and capture your attention and get you to click through to their website.

With approximately 200 million searches done every day and countless page views of websites that will have these ads on then I am sure you can see how powerful this can be in the right hands! (or a disaster in the wrong hands!).

So Google Adwords is just an PPC (pay per click) advertising platform that allows you to display a small advert to try and get people to click through to your site where you try to monetise them in some way (get them to perform some action that leads to an immediate or future purchase).

There are two main ways to use the system, you either choose the 'search' function which will show your ads to the side of the search results Google gives when people are searching. You enter a 'keyword' or 'keyword phrase' into the system and then when people search for that keyword then your ad will appear.

Or you use placement targeting which means you get your ad to appear on someone's website either by just telling Google to display your ad anywhere and it goes out and evaluates the writing on a page and sees if that page is a good fit to your advert. Or you can simply choose the websites you want your ad to appear on.

So how can you make money from it?

Affiliate marketing:

Affiliate marketing is where you direct traffic to a site and when someone purchases something then you get a percentage of that sale. Or it could be an action that you get paid for like getting them to sign up for a free trial.

Thousands upon thousands of people are trying to use Adwords to make money using this method with varying levels of success, I know of one affiliate making $1000's a day from just one keyword and one ad!

With a well oiled sales funnel that gets the visitors to convert well to customers then in markets where there is a lot of search volume you can get thousands of people every day to go through your ads to your site.

Product creation:

The other side of the coin is where you have your own product or service to sell which you can advertise using Adwords. This means you get more control over everything as you control the product pages and you get to keep all the profits from any sales.

Surveying and testing:

PPC can have your advert up and running in just minutes and your first visitors soon after, so it makes a great medium to survey your market and also to test out ideas and processes.

Although not something you typically directly profit from then surveying and testing can have a huge impact on your profits later on, if you can survey your market and find out exactly what they want then you can create or sell products that they really want.

Testing means you can either make your sales process more efficient and test out ideas. Or it could even save you a load of money by stopping you from making a big error. You can quickly and easily test out new ideas by putting up a salespage and seeing if people click the buy button to see if they are interested. Just make sure you tell them after they click to buy that you are still developing the product and it will be available soon, as it is illegal to sell something you don't have ready to give them!

Now let's get you started.

Getting Started With Adwords

There are three steps to get you setup ready to start advertising, creating an account, writing your first ad and submitting your billing information.

The first thing you need to do is sign up and get yourself an account. To do that head over to the Google and at the bottom of the screen click on the 'Advertising Programmes' link at the bottom.

Then:
- Click into the Adwords homepage
- Click 'try now' at the top right of the screen
- Select the standard edition (you need to have an active website for the standard edition, if you don't have an active website you are not really at the stage to start experimenting with Adwords!)
- On the next screen it will ask you if you have a Google account, you could have one for gmail, Google Adsense, Google Analytics etc, all of them will give you a Google account which you can enter at this step. If you really don't have one or want a fresh account associated with Adwords (it is a lot easier just to have one account trust me!) then click the button that says you don't have an account and it will ask for some details to create one for you.
- If you have used an existing Google account you can then sign in to your brand spanking new Adwords account, if you have created a new account then you need to click the verification link in the email they have just sent you to confirm you are the owner of that email address, then you can sign in.

Then create a dummy campaign to get yourself started.

When you log in click on the 'create my first campaign' button and you will be taken through the campaign setup process. Just enter dummy information in, put in a dummy name, choose any country, put in a fake ad (just fake not silly as if that makes it to an editor you'll be in their bad books!) and choose your keyword as '123456789' or similar so it will not actually show.

Once you have finished setting up your campaign it will show you a summary screen where you can check everything is ok – then click 'continue to billing'

There you enter your billing information, select your timezone and agree to the terms and conditions, if you select direct debit payment you will have to wait while that goes through the system, but the other options mean you can start advertising straightaway.

Personally I use a credit card payment at the end of the month, but you also have the choice to do prepay where you deposit money into your account for Adwords to use, this will reduce any risks on your behalf as if you were to

accidentally leave an ad running that built up a huge bill then with the credit card option you'd have to pay, if you used prepay then the ad would just stop running after the money in your account ran out.

Please note there is a $5 - $10 activation charge for your account that they will bill you for after setup.

The choice is yours, **but just make sure after you setup your billing that you go to the 'campaign summary' page listed at the top of the screen and tick the checkbox next to your dummy campaign and delete it!**

Otherwise you may get charged for the advert showing up!

Right let's quickly take a look at the most important part of your whole campaign, the keywords.

The Power Of Keywords

Make no mistake about it, if you are running a keyword led campaign then your keywords will have more impact on your profitability that anything else.

As I mentioned before then I know of people making thousands and thousands of dollars a month off just ONE keyword phrase.

So what is a keyword or keyword phrase?

A keyword is just something that you think someone would type into a search engine either to find a product like you are selling, or just to find information on a topic related to what you are selling. I like to call it a keyword phrase as it will usually consist of multiple words like, 'How to fish for Salmon', but you'll typically see them just referred to as keywords.

To pick successful keywords you need to do one of two things, get into the head of your prospect, or copy someone else!

If you want to get into the head of your prospect then you have to think like they would if they were searching for information, what would they search for? What terms would they use? What are their problems or their desires?

Or you can find keywords where people are already advertising products like yours and spy on them to see if they are still advertising 30 days later. If they are then the chances are that they are making money so it will be a good choice.

Of course the problem with this kind of competitive intelligence is that it does not take into account other factors. For instance the competitors campaign could be making them money, but they are making money off some other keywords not the one you are looking at, so you copy the losing keyword and lose money!

But either way you are going to want to brainstorm possible keywords and find out their monthly search volume so you know roughly how many people will see your ad.

You can use these free tools to help you generate a list:

http://freekeywords.wordtracker.com/
http://tools.seobook.com/keyword-tools/seobook/ (this one is good when it works but often has trouble)
https://adwords.google.com/select/KeywordToolExternal

Just type in a keyword you think someone would search with and those tools will spit out a whole host of related search terms and the amount of times per month they are searched for.

There is no right and wrong answer about how many searches a day makes a good keyword, a good keyword is one that turns into sales, there is no point having lots of searches if they don't convert to sales!

Try to think of 'buying' keywords, for instance, 'blue widget' is a lot less valuable to you than 'buy blue widget' as you know the second phrase is a person looking to buy, the first person could just be looking for information.

Grouping keywords

Google used to be very easy to use, but due to widespread abuse and also to sort the professional people out from the amateurs who can't be bothered to put in the effort, then Google has introduced a lot of different measures to make sure they deliver quality ads to the right audience.

What this means is that your whole account and specifically your campaigns and keywords will have a 'quality score' assigned to them (more on that later) and in order to have a good quality score you must first group your keywords so they are relevant to each other.

You used to be able to put 1000 keywords in an ad group and just let that run, but not anymore. Now it is more like 10 - 20 keywords maximum. Plus you need to make sure that they all contain the same phrase in them to help you get the best score possible, so let's look at an example set of fake keywords:

Best blue widgets
Which blue widgets are the best
Blue widgets from Spain
Buy cheapest blue widgets
Spain Cheap blue widgets
What are the cheapest blue widgets
Excellent blue widgets
Blue electric widgets

So I would split these as follows:

Ad group: Best Blue Widgets
- Best blue widgets
- Which blue widgets are the best

Ad group: Blue widgets spain
- Blue widgets from Spain
- Spain Cheap blue widgets

Ad group: Cheapest blue widgets
- Buy cheapest blue widgets
- What are the cheapest blue widgets

Ad group: Blue widgets
- Excellent blue widgets
- Blue electric widgets

You can see above how any keywords with the same kind of phrases in are grouped together.

Different matching types

Ok so you have some keywords now, but you also need to know how to enter them into Adwords for the maximum effect.

There are 3 different ways to enter keywords into your Adwords account;

- Broad matching
- Phrase matching, and
- Exact matching

Broad matching means you enter in the term 'blue widgets' without anything round it. Google will then show your ad for anything containing those two words, in any order. So your ad will show for anything like the following:

Blue widgets
Where can I buy some widgets that are blue
I hate blue widgets
How can I find some free blue widgets
Blue magic music club widgets

Phrase matching goes one step further, you put some speech marks around your phrase so it becomes - "blue widgets", this then shows up only when someone types something in that has the whole phrase in it, in that order. So you ad would show up for the following:

Blue widgets
I hate blue widgets
How can I find some free blue widgets

But not for these:

Blue magic music club widgets
Where can I buy some widgets that are blue

You can then go the last step and use **exact match**, for this put square brackets around the phrase like this - [Blue widgets] and your ad will only show up for that exact term, in that exact order, with nothing else attached to it. So it would only show up for:

Blue widgets

And not:

Where can I buy some widgets that are blue
I hate blue widgets
How can I find some free blue widgets
Blue magic music club widgets

Most people just try to triple the size of their list by wrapping everything up with every type of combination, if you want to do that then head over to:

http://www.mikes-marketing-tools.com/adwords-wrapper.html

That is a great free tool that does it for you, but you need to be smarter than that. Looking at the ad groups I created before then you can see there will be issues if you use the wrong kind of matching.

If you use broad match on the term 'blue widgets' then that means all your other ad groups are affected as that ad will show up for any keyword with 'blue' and 'widgets' in, that covers every other keyword you have! Therefore ruining all your other ad groups.

Be smart, I'd recommend using just phrase match and exact match on the terms, then probably sticking in a broad match just on the term that is common in every keyword for that ad group, like 'cheapest blue widgets' for the 'cheapest blue widgets' ad group. I know that sounds a bit confusing, so based on the keywords I put in that ad group earlier I would use the following keywords once I had added in the broad/phrase/exact match:

Ad group: Cheapest blue widgets
Keywords:
 [Buy cheapest blue widgets] - exact match
 [What are the cheapest blue widgets] - exact match
 "Buy cheapest blue widgets" - phrase match
 "What are the cheapest blue widgets" - phrase match
 Cheapest blue widgets - broad match

It gets easier after your first campaign trust me! So now to make sure you are not wasting money let's look at negative keywords.

Negative keywords

When you use broad and phrase match you open yourself up to get more traffic, but you also open yourself up to get impressions (views) off keywords you may not want to be viewed for.

Google thinks that keywords that get clicked more in relation to their views are much more targeted and rewards them, so you need to avoid wasting views by showing your ad to people who are clearly not interested.

If you use the term 'Cheap blue widgets' and you use phrase and broad match on that keyword then your ad will show up for the following phrases:

Cheap blue widgets - good
Where can I buy cheap blue widgets - good
I hate using cheap blue widgets - bad
Where can I sell some cheap blue widgets - bad

People searching for the last two terms are not interested in your site selling cheap blue widgets, they don't care about your site and won't click your ad.

So you need to setup some negative keywords which are words that prevent your ad from showing, so if you enter 'hate' and 'sell' as negative keywords your ad would stop being shown for the last two keyword phrases above.

You can pick up some powerful negative keywords when you are doing your keyword research, just make a note of all the specific words in the keywords you definitely don't want to show up for and you have a great list!

You can enter negative keywords at the campaign level or during normal ad group creation, I will show you exactly how later on.

So your task now is to go out and find enough keywords for about 4 tightly focussed ad groups and some negative keywords too, remember everything above and try to get some really good ones!

Creating Your First Campaign

Campaigns are the lifeblood of your account, they are where all the action takes place. You can setup campaigns either for a specific market, say weight loss, or for a specific product you're promoting, like 'Blue widgets'. That is personal preference and as you go along you'll develop your own ways of doing things.

One thing to note though is you can only bid once on a keyword, so you can't bid on the term 'Blue widgets' in both your blue widgets campaign and your weight loss campaign. It won't work, Google will select the one with the highest bid or highest quality score and use that instead.

Another thing to note especially if you are doing affiliate marketing, is that Google will only allow one advert per URL (website address) on their advertising space. So say you are an affiliate for Amazon.com, then if someone else is as well and you are both bidding on a term with Amazon as your URL then Google will pick the advert that either bids more, or is deemed to be 'best' to show up.

So you have your keywords and you have a product to sell either as an affiliate or as the creator, let's get a campaign started:

Your main screen looks like this:

This is where your campaigns will be listed with a summary of how each one is doing.

To begin go to 'New online campaign' and it will give you three options:
- Start with keywords
- Start with placements, or
- Help me choose

We'll start with the keyword campaign first.

Select that option and you'll get a screen like this:

Name your campaign something that will help you to identify it in the list of campaigns you may soon have, as this is a keyword targeted campaign then try the name of the market or product followed by 'kw' or 'keywords' in case later on your want to expand into a placement targeted campaign too.

Then name your first ad group, an ad group is just a collection of keywords like we spoke about before, so choose the common words in your group of keywords that made you group them together and use that as the ad group name.

Choose a language to target, for this example let's assume it is English.

Then choose a location, don't be too eager and just select every country, that will waste a lot of money, choose the big ones like UK, USA and Canada. Once you have a campaign working well you could branch out, or if you want to target a certain country you know searches for what you offer then put that in here (the main reason you will lose money targeting some countries is because they don't have easy access to credit cards or Paypal accounts etc making online purchases difficult - so they click on your ad but have no way of buying!).

Click through to the next screen and you'll be presented with the screen on the next page:

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Example:
London Budget Hotel
Clean and close to underground.
Students save 20%!
www.example.com

Headline:		Max 25 characters
Description line 1:		Max 35 characters
Description line 2:		Max 35 characters
Display URL: ⑦	http://	Max 35 characters
Destination URL: ⑦	http:// ▼	Max 1024 characters

This is where you get serious, this is where you type up the ad that people will see. There are a number of rules you need to follow, Google will usually tell you off when you click next if you violate them but here are some culprits:

- Don't use an exclamation mark in the headline
- Don't ask the viewer to 'click here'
- Don't mention anything like 'pills' or 'tablets' etc or Google will think you are selling medication and ask for your Pharmacy details...
- You can't say anything like 'the best in the world' or 'the leading...' as they have no way to verify if your product is or not
- DO NOT PUT EVERYTHING IN CAPITALS (got it?)

For more help writing your ad refer to the next section, but for now just enter in some text that seems ok but not perfect, you can change it later.

The display URL and destination URL must lead to the same website, but you could use a tracking link in the destination URL as long as the person clicking ends up at the URL displayed to them on the ad. The display URL is just to display at the bottom of the ad so they know where they are heading to.

Once you have that in then click next and it will scan your site and your ad to check for violations, then it will bring up this screen:

Who will see your ad?
Your ad may appear when people search Google for the keywords that you choose here. Keywords must be directly related to your ad. (Do not enter 'real estate' when you are selling cars.) Enter 20 or fewer keywords for best results. Example list

Enter as many specific words or phrases as you like, one per line:

```
<Type keywords here>

Examples:

budget hotels
London Hotels
student travel London
```

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords that you select and for ensuring that your use of the keywords does not violate any applicable laws.

Sample keywords based on a scan of your site
If they describe your product or service, click 'Add'. (See our disclaimer.)

Click categories to view keywords:

▼ Category: a domain name
    « Add all in this category
    « Add   buy a domain name
    « Add   purchase a domain name
    « Add   how to buy a domain name
    « Add   register a domain name
    « Add   find a domain name
    « Add   sell a domain name
    « Add   create a domain name

▶ Category: register domain name
▶ Category: domain name
▶ Category: free domain
▶ Category: domain registration
▶ Category: web address
▶ Category: domain

This is where you enter your keywords, you just copy and paste them from wherever you stored them in your research, include the exact/broad/phrase match as well (use the link I gave you earlier to do that) and any negative keywords can be put in here with a minus sign before them.

If you put negative keywords in here though they only relate to this ad group, you might be better off saving time and putting them against the whole campaign which I'll show you later.

You'll see on the right it suggests words for you to add as well, as I used a fake site then it is coming up with junk keywords, but for yours it may make some good suggestions.

This is how it looks for our example ad group 'Cheapest blue widgets':

Who will see your ad?
Your ad may appear when people search Google for the keywords that you choose here.
cars.) Enter 20 or fewer keywords for best results. Example list

Enter as many specific words or phrases as you like, one per line:

```
[Buy cheapest blue widgets]
[What are the cheapest blue widgets]
"Buy cheapest blue widgets"
"What are the cheapest blue widgets"
Cheapest blue widgets
-free
-sell
-hate
-review
-information
```

Then click through to the next page and you'll be asked to choose your bid amounts and daily budget, you should see a screen like this:

What is the most you would like to spend, on average, per day?

The daily budget ⓘ controls your costs. When the daily limit is reached, on average, your ad its position.) Raise or lower your budget as often as you like.

Enter your daily budget: £ [ ] (Please use this format: 25.00) ⓘ

How will my budget affect my ad performance?

What is the maximum you are willing to pay each time someone clicks o

You influence your ad's position by setting its maximum cost per click (CPC) ⓘ . The max CF Your max CPC can be changed as often as you like.

▸Advanced option: bidding strategy

Maximum CPC bid: £ [ ] (Minimum: £0.01)

CPC Content bid: £ [ ] (Optional) Get content bid guidance

Your daily budget is how much you are willing to spend every day, you may never reach that amount if you use keywords that get little traffic, but if you have keywords with lots of traffic this is essential to stop you breaking the bank!

Don't enter something ludicrously small like $5 or your ad will hardly ever show, but also don't enter more than you are willing to pay as sometimes things go wrong and if you entered in some keywords with massive volume then you may come home to find it has hit your budget in no time! Google should not go over the budget, but if you use the content network (discussed later) it can take a little while to stop your ads so they warn you it can go over your budget and you will have to pay it if they do, but with the search network you are much safer).

You'll see mine is in £ as that is what I pay in, yours might be something else, I am going to enter £10/$20 just to test things out.

Then you have your CPC (cost per click) bid, this is how much you are willing to pay when someone clicks on your ad. This is the MAXIMUM you are willing to pay per click, Google will take other things into account and just charge you slightly more than a competitor.

As an example let's say that, all things being equal between you and a competitor (they rarely are) then if they bid a maximum of $0.45 per click and were at position one, then if you came in bidding $0.60 you'd be charged $0.46 per click to get their position as that is above the other ads maximum.

See what I mean?

Right, now onto the content network bid, the content network is where your ad appears on other peoples websites that Google thinks are relevant. Due to the high number of spammy websites your ad might appear on then we are going to do that a different way, so for now put that at 0.01 (just because it won't let you put 0).

Click through to the next page and you'll get a summary to check everything is ok like this:

Review your selections

Campaign name: Test campaign   [Edit]
Language(s) that your customers speak: English   [Edit]
Location(s) of your customers: • United Kingdom   [Edit]
Budget: £10.00 / day   [Edit]

Ad Group name: Test ad group   [Edit]

Ads:

London Budget Hotel
Clean and close to underground.
Students save 20%!
example.com
Edit - Delete

Keywords: [Edit]

| [Buy cheapest blue widgets] | Cheapest blue widgets | -hate | -review | [What are the cheapest blue widgets] |
| "Buy cheapest blue widgets" | -free | -information | -sell | "What are the cheapest blue widgets" |

Maximum CPC bid: GBP £0.30   [Edit]
CPC Content bid: £0.01   [Edit]

Check you haven't made any major mistakes and then click 'save campaign'

Congratulations! You have your first campaign up and running! Now do me a favor? Pause it!

+ New ad group ▼   View all ad groups   4 Oct 2008   - 4 Oct 2008   Go

Edit Bids | Rename | Pause | Resume | Delete | Customise columns   Send feedback

Statistics: ? All (Search + Content) ▼   Show all Ad Groups ▼

	Ad Group Name	Status	Current Bids - Max CPC ?		Clicks	Impr.	CTR ?	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.	Conversions
			Default	Content									
☐	▼ Test ad group	Ad Group Paused	£0.30	£0.01	0	0	-	-	-	-	0.00%	£0.00	0
	Search	On			0	0	-	-	-	-	0.00%	£0.00	0
	Content ?	On			0	0	-	-	-	-	0.00%	£0.00	0
	Total	-	-	-	0	0	-	-	-	-	0.00%	£0.00	0

That way we can put in some negative keywords for the campaign and turn off the content network etc.

So next step - go to 'edit campaign settings'

Campaign: Test campaign - Paused Resume campaign | Delete campaign
Budget: £10.00 / day | Edit campaign settings | Optimise Campaign ?
Targeting: 1 language Edit | 1 location Edit
No campaign negative keywords : Add | No site or category exclusions : Add

...and you'll be presented with this screen:

Edit Campaign Settings: Test campaign

Basic settings	
Campaign name:	Test campaign
Start date:	4 Oct 2008
Will run until:	● No end date
	○ 5 ⌄ Oct ⌄ 2009 ⌄

Budget options	
Budget:	£ 10.00 / day ?
	▶ View Recommended Budget	How will my budget affect my ad performance?

Scroll down and find the 'Networks and bidding' section:

Networks and bidding

All network types: ✔ Maximum CPC bidding   Change bidding strategy

	Show my ads on:	Options: Maximum CPC bidding
Search:	☑ Google Search ? ☑ Search partners ? Requires Google search	☐ Position preferences ?
Content:	☐ The content network ? ○ Relevant pages across the entire network ? ○ Relevant pages only on the placements I target ?	Your ads will also appear on the content network. ☐ Set a separate bid for content network impressions ? Demographics: Only available on the content network

Now untick 'The content network' like I did above, that usually just wastes money so we want that off.

Then move to the next section called 'Scheduling and serving'

Scheduling and serving

Ad scheduling: Off. Ads running at all times.
                Turn on ad scheduling ⑦

Ad serving: ⑦   ◉ Optimise: Display better-performing ads more often
               ○ Rotate: Show ads more evenly

Change the ad serving option to 'Rotate: Show ads more evenly' this helps us
test later on.

That's it, save them and go back to your campaign screen, then click here:

Campaign: Test campaign - **Paused** | Resume campaign | Delete campaign
Budget: £10.00 / day | Edit campaign settings | Optimise Campaign ⑦
Targeting: 1 language Edit | 1 location Edit
No campaign negative keywords : Add | No site or category exclusions : Add

You'll be presented with the screen below where you just type in any negative
keywords you want to apply to ALL ad groups (don't put a minus sign in front
of these ones).

Add new campaign negative keywords

Enter words manually...

[   ]

[Add keywords]

... or use Clean Sweep.
Do your negative keywords appear in more than one Ad Group? Remove
them from the Ad Group level and add them at the campaign level.

1. Find negative keywords occurring in [all ad groups ▾]

2. Delete from Ad Groups and add as campaign negative keywords.
You'll have the chance to confirm each change.

[Run Clean Sweep]

Then your campaign is almost ready, if you want to add in any more ad
groups then click the little text link - ✛ New ad group ▾

To edit an ad group then click on the name and you'll be presented with four
tabs - summary (summary of clicks etc), keywords (go here to view your
keywords, their statistics and how much Google is making you pay for them),
placements (same as keyword tab but for placements) and finally ad
variations.

Have a play around with the first three tabs yourself to get to grips with what
they show you, we'll look at the fourth tab later on in fine-tuning your
campaign.

Now onto making a placement campaign...

Go to 'new online campaign' like before, but choose 'start with placements' instead.

Fill in the campaign and ad group details etc like in the keyword campaign.

Fill out an ad like last time & confirm it which will take you to the screen below:

This is where you select which websites you want to show your ads on. The best websites are popular ones in the niche you are in. Do some digging before you get to this stage so you have some URLs to try out.

If you want to you can use the first option and browse categories of sites to try and find some you want to advertise on. Or you can use the second option which is basically a search function, you type in a word or two related to your topic and it gives you suggested sites to advertise on.

We are going to use the third option which in my mind is the safest option as you know more about the sites you are going to be advertising on.

Select 'List URLs' and it will bring up a box, copy and paste the URLs from your research into the box and click 'Get available placements'.

This will bring up a list of all available placements (like the image on the next page) from those sites plus suggested sites that are similar to the ones you typed in.

Site Placements	Ad Formats	Impressions per day ⓘ	Status
ezinearticles.com	▤ ▦ ▥	100k-500k	Remove
− Articles,Top center	▤ − −	10k-100k	Add »
− Computer Games,Top right	▤ − −	0k-10k	Add »
− Fitness-Nutrition,Top right	▤ − −	0k-10k	Add »
− Dating Articles,Top right	▤ − −	0k-10k	Add »
− Weight Loss,Top right	▤ − −	0k-10k	Add »
− Health/Fitness,Top right	▤ − −	0k-10k	Add »
− Mens Health Articles,Top right	▤ − −	0k-10k	Add »
− Beauty Articles,Top right	▤ − −	0k-10k	Add »
− MobilePhone Articles,Top right	▤ − −	0k-10k	Add »
− Fashion Articles,Top right	▤ − −	0k-10k	Add »
− Exercise Articles,Top right	▤ − −	0k-10k	Add »

You can see above it gives a description of where your ad will show and in what section of the site, plus the available ad formats (text, images, video), the possible impressions a day of that placement and then the option to add the placement to your campaign.

Go down all the placements adding any you think would be good and go back and type in new URLs or do searches if you want to add in more, then click continue on the right of the screen to proceed to the following screen:

How will you bid for placement-targeted ads in this campaign?

○ CPC - cost per click ⓘ
- Pay only when users click on your ad
- A good choice for advertisers who care most about user clicks

○ CPM - cost per thousand impressions ⓘ
- Pay one price regardless of clicks
- A good choice for brand advertisers who prefer traditional ad industry metrics

⚠ CPM bidding is only recommended for campaigns with display advertising like video or image ads. Learn more

The only option you should be interested in at the moment is CPC, CPM means you pay per 1000 impressions, which means if you have a really bad ad and nobody clicks on it you still pay. With CPC if you have a really bad ad then you won't pay anything!

Of course if you find you do have a really good ad that gets good clicks then in the future think about doing CPM as you may be able to get clicks cheaper that way.

Once you select your choice and proceed you will move to the pricing screen seen on the next page:

Selected placements	Max Impressions / Day:
2 Placements that allow video, image or text ads	100k-500k
0 Placements that allow image or text ads	0k-10k
0 Placements that allow text ads only	0k-10k
Total — All selected placements	**100k-500k**

These represent the impressions available to all advertisers, NOT your total impressions. We recommend that you set an affordable bid, run your ads for a few days, then adjust your placements and bid accordingly.

What is the most you would like to spend, on average, per day?

The daily budget ⓘ controls your costs. When the daily limit is reached, on average, your ad will stop showing for that day. (The budget cont its position.) Raise or lower your budget as often as you like.

Enter your daily budget: £ [   ]

What is the maximum you are willing to pay each time someone clicks on your ad?

You influence your ad's position by setting its maximum cost per click (CPC) ⓘ . The max CPC is the highest price you are willing to pay ea Your max CPC can be changed as often as you like.

▶ Advanced option: bidding strategy

Enter your maximum CPC: £ [0.01] (Minimum: £0.01)

You can see at the top a summary of the amount of placements you have chosen and the possible impressions they will get. Set your daily budget below that and the maximum cost per click then proceed to the summary where you can check and confirm your details.

After you confirm the summary you'll be taken to the campaign screen exactly like the keyword campaign. You can't add in any campaign negative keywords here, but you do need to change the campaign settings to rotate ads evenly like before.

If you want to further tweak your placements then you can click into the 'keywords' tab and add both normal and negative keywords to help Google choose the best pages on the sites you chose to display your ads on.

A quick note about approvals

Google likes to keep a tight rein on its advertisers to make sure that the ads are professional and don't offend anyone.

This means all your ads are seen by a human reviewer who will check both your ad and your site to see they are up to Google's standards. If you violate a rule they will pull your ad and the system will email you about it, if they just think you don't have a very good quality ad/website they will penalise you by increasing your price.

Image ads should you decide to use them I believe do not get shown until they are approved, text ads show up straight away then get reviewed.

Writing your ads

If keywords are the most important part of your campaign then the ad has to be the second most important part as this is what gets your viewer to click through.

You only have a small space to type the ad in, a total of 85 characters split over three lines, trust me, writing ads can drive you crazy!

So how do you write a good ad? Well I don't like hard work, I prefer to work smart not hard, so I'd say as the first point of call you should look at the ads that are currently running. They have probably been tested for a while now and that ad you are seeing is the result of all that testing.

Don't copy an ad word for word, but just take the basic idea and build yours around that.

Let's break writing an ad down into four section and look at each one in turn:
- Ad ideas
- Title
- Body
- Call to action

Ad ideas

First you need to start off with an idea to base your ad around, the best way is to think of the one **benefit** that the customer wants. Notice I said benefit as most people sell features.

So if you were selling a toaster then most people would write boring ads about how theirs has a triple heating element system, or theirs is chrome. People don't want that, they want what those features can GIVE them. It's all about the potential customer.

So having that triple heating element is great, but the benefit to the customer is they get their delicious hot buttered toast a lot quicker in the morning. Chrome looks good, but don't leave it up to them to decide why it is good – tell them how good it is going to look in their kitchen!

Price could be a benefit, although it is not in most markets, but the key here is to test, so choose one idea that you think the customers will appreciate, and get the ad up and test it against another idea (testing covered in a minute!) to find out what the customer really wants.

Title

This is where you grab the visitor by the eyeballs and compel them to look at your ad, so it needs to be attention grabbing but not offensive. Some of the best titles are:

Questions

Questions seem to be a consistent winner in Adwords, we respond to questions and they engage us and force us to look underneath to see if the answer is there. You can also use something called cognitive dissonance which is a human trait where we hate to leave things unfinished or hate to not know the answer to things.

So if you pose a question to someone then tell them the answer is on the page they will get to if they click, that is powerful! (don't ask them to click.. Google doesn't like that!)

But for now let's just concentrate on the title, so say someone was looking for a toaster, then you have 25 characters to pose a question to them that will grab their attention. How about…

Looking For a Toaster? (22 characters)

Or if you think they have broken their old one then you could do…

Toaster Trouble? (16 characters)

That helps you to separate people, if you run a toaster repair company then using the second title ensures you just get people with broken toasters contacting you, the first title also captures people looking to buy their first toaster as well as people looking to get a replacement.

Just the keyword they are looking for in the title

If you look at the ads that appear when you search then you will see that the keywords you typed into the search are in bold in the ads, this is a great way to get attention!

You can combine that power with the power to give them exactly what they are searching for by just putting the common keywords for your ad group as the title of the ad. So you remember earlier I had an ad group where every keyword phrase had the words 'cheapest blue widgets' in them somewhere?

So you would put that as the title, then you are guaranteed to have the whole title to your ad in bold, plus you are giving them what they want, if they are looking for something to do with 'cheapest blue widgets' and that is exactly

the title of your ad then will they think your ad is relevant to them? Of course they will!

Announcements

Another great way to grab attention is to announce something, we are always on the look out for good announcements as they tell us new or cool stuff, so use that to your advantage with titles like:

New: Super Fast Toaster (23 characters)
Revealed: Insomnia Relief (25 characters)
Announced: New Widgets (22 characters)
Breakthrough New Toaster (24 characters)

Titles with figures in them

This revelation shocked me when I first found out about it, but apparently having figures of any sort in your ad attracts more clicks…? So try to use percentages or prices, anything that uses figures to grab attention like this:

New Toaster 71% Faster (22 characters)
30 x Stronger Vitamins (22 characters)
$10 Less Than Brand X (21 characters)

That should get you started towards writing a great title – let's look at the body of the ad now:

Body & Call to Action

The body of the ad is where you need to condense the benefit for the viewer, but it is also where you need to put a 'call to action' if you can. A call to action is simply something that tells the person what to do and people respond unconsciously to them so they are very powerful if use them.

Try to get another set of keywords into the ad as well so they are bolded and also it will help your quality score which we'll talk about later. Other than that the secret is just to keep revising it to get it right in such a small space, you don't have to use all the space if you don't want to, but also you can't use artificially shortened words to free up space.

So for the keyword 'Faster toaster' we could try:

New Toaster 71% Faster (22 characters)
You get your hot buttered toast (31 characters)
71% Faster - learn how here (27 characters)

Need A Faster Toaster? (22 characters)
You get your hot buttered toast 71% (35 characters)
Faster with us - learn how here (31 characters)

Or for the keyword 'Toaster repair' we could try:

Toaster Trouble? (16 characters)
Save 75% on a new toaster with our (34 characters)
Repair service - find out more here (35 characters)

Need Toaster Repair? (20 characters)
Save 75% on a new toaster with our (34 characters)
Repair service - find out more here (35 characters)

It is up to you to experiment until you find the perfect ad, just generate a load of ideas and one will stand out as the ideal ad.

Now onto testing…

Split-testing

Adwords allows you to have more than one ad active for an ad group, it then rotates the ads and normally will keep the ad that gets the best response in place for a lot longer so you get the most amount of clicks.

That is ok – but if it keeps showing the best ad then when we test a new ad it will hardly ever get shown and it will take a lot longer for us to see if it works or not. That is why we went into the campaign settings and adjusted them so Google now rotates the ads evenly, so it always shows ads evenly.

So what use is testing? Well through constant small improvements you can really get your ads to be superstars, say you had a 1% clickthrough rate and you increased that by 0.2% a month that means after 12 months of that you'd have a click through rate of 3.4% - blasting your competition out of the water.

So what is a good clickthrough rate? Well that depends on so much it is hard to say as it varies massively from market to market and even keyword to keyword. I have had as high as 19% CTR (click through rate) and as low as 0% !!

So what makes the difference between a add that pulls 1% and one that pulls 19%, I'll tell you - 2 words. That's right, it took just two words difference to pull an ad from 1% CTR to 19% CTR, I changed in the body of the text:

Would you like to know (1%) to **Do you need to know** (19%)

Why the massive jump? - I have no idea! They look similar to me! But that is the point - you just don't know what is going to make or break your ad or campaign, you have to test.

So to start testing head over to the 'ad variations' tab ⟶

| | | | | | | Summary | Keywords | Placements ⑦ | **Ad Variations** |

4 Oct 2008 to 5 Oct 2008 ▸ Change range

1 - **1** of **1** ads.

| Pause | Unpause | Delete | ✚ Create New Ad: Text ad | Image ad | Local business ad | Mobile ad | Click-to-play video ad Customise columns |

☐ Variations	Actions	Status	% Served	Clicks	Impr.	CTR	Cost	Conv. Rate	Cost/Conv.	Conversions
☐ London Budget Hotel Clean and close to underground. Students save 20%! example.com	Edit	Active	0.0%	0	-	0.00%	£0.00	0.0%	£0.00	-
Total: Text ads on content network			0.0%	0	0	-	£0.00	0.00%	£0.00	0
Total: Text ads on search			0.0%	0	0	-	£0.00	0.00%	£0.00	0

Then click on 'Create New Ad' > 'Text ad' and type your new ad in, try a new title or change some words around, DON'T change the whole ad unless you are testing two totally different angles to see what works.

Afterwards you'll see both ads on the screen, Google will start to rotate them straight away and you'll see the results on this tab when you come back to check it.

So how do I choose a winner?

That is tough, when you first start off you probably won't be getting a huge amount of traffic, a difference of 30 actions (sales or signups) is supposed to be significant, but 30 sales can take a long time when you are first starting out!

So I propose you use this free tool: http://www.splittester.com/index.php which will take your numbers and check them to see if they the difference is statistically significant or not. It will then give you an % confidence that the ad with the higher CTR is going to be better in the long run.

Not perfect but good enough for you to start with.

So check your stats daily and plug the numbers in the tool above after you get 20+ clicks on one of the ads since the last time you changed the ads.

When you do find a winner then keep that one, and edit the other one to change it to be slightly different from the winner, test a new word or a new title etc and try to beat the winner of the last test!

Constant small improvements can turn an ok campaign into a huge winner!

Now onto fine tuning your campaign...

Fine Tuning Your Campaign

There are a lot of little things you need to think about when managing your campaign to make it profitable - let's look at some of the main ones.

Quality score

Ah the fabled quality score, once thought to be a myth this is very much a real score that Google gives to your keywords and ads, even your account allegedly!

To view your quality score then go into an ad group and to the 'Keywords' tab and click on the 'customise columns' link and from the drop-down box select 'Show Quality Score'. For placements there is no way to check it but I imagine it still does apply at some level.

You will then see either Poor, Ok or Great next to each keyword.

So what does it mean and how is it calculated?

Well to calculate it Google uses sophisticated algorithms and they track all sorts of things like your previous account CTR (clickthrough rate) performance, your current ad group/keyword CTR, your landing page authority, your landing page relevance, whether your ad is relevant, whether your ad group is relevant and probably a lot more we don't know about.

Quality score seriously affects how much you pay for your clicks though, if you have a bad quality score then Google charges you more to be in the same place, if you have a great one then you pay much less.

So say two people with the same ad but different landing pages both bid up to $1 each for a keyword and the next highest bidder is $0.75.

Now this is just theoretical, but the person in first place is probably the person with the great quality score, and they are probably paying just $0.50 a click to be there, whereas the second person bidding a dollar a click has an awful quality score so he paying a dollar just to be in second position.

If they really don't like your quality score they up your price to $5 - $10 a click to force you out!

7 quick fixes for your quality score:

1. **Get your CTR up by split testing your ads**
   A high CTR is critical to show Google you deserve to be there. If people are clicking your ad then they must like what you have to say right?

2. **Start off at a high initial price to put yourself in position 1**
   For some reason people click the ad in position 1 a lot more, but they tend to be timewasters just clicking the first thing that pops up so they are not good for sales, get a good CTR from being in position 1 then lower your bid after Google sees you have a good CTR

3. **Make sure your ad is 'relevant'**
   Google wants to see 'relevance' so your ad should have your keywords in it, try to put them all in twice if you can, once minimum. Don't sacrifice a good message to stuff a keyword in, but make sure they are in there. You can also name the page they are going through to as your keywords, that way you can put that in the 'display URL' and get more relevance there.

4. **Split ad groups down further**
   Again Google wants to see 'relevance' make sure they all have common words between them and there are no stragglers you just stuffed in there as you couldn't put them elsewhere. Can you split them down further, do 50% of them also have another word in common? Then split them out into another ad group.

5. **Try different matching options**
   If a keyword is getting a poor quality score with broad match try it with phrase or exact match.

6. **Make sure your landing page is relevant**
   If you have an advert for blue widgets but your landing page does not mention blue widgets then it is not 'relevant' to your ad. Even worse, if your landing page only mentions red widgets then get ready to be slapped by Google! Put the exact keywords from your ad group in your landing page a few times including in the page title, this may mean making a custom landing page per ad group...

7. **Make sure your landing page looks like an authority page**
   Human reviewers will come and look at your site after you put your ads live, they want to see professional advertisers. If you don't have a privacy policy and legal disclaimer you can't be that professional, if you don't have a 'contact us' page then how reliable can you be? Also if you have crude graphics all over the place then you do not look professional. Fix it all and look like a pro to score well.

Campaign structure

Your campaign structure basically ties into numbers 4 & 6 in the list above, you need tightly focussed ad groups going to relevant landing pages like this:
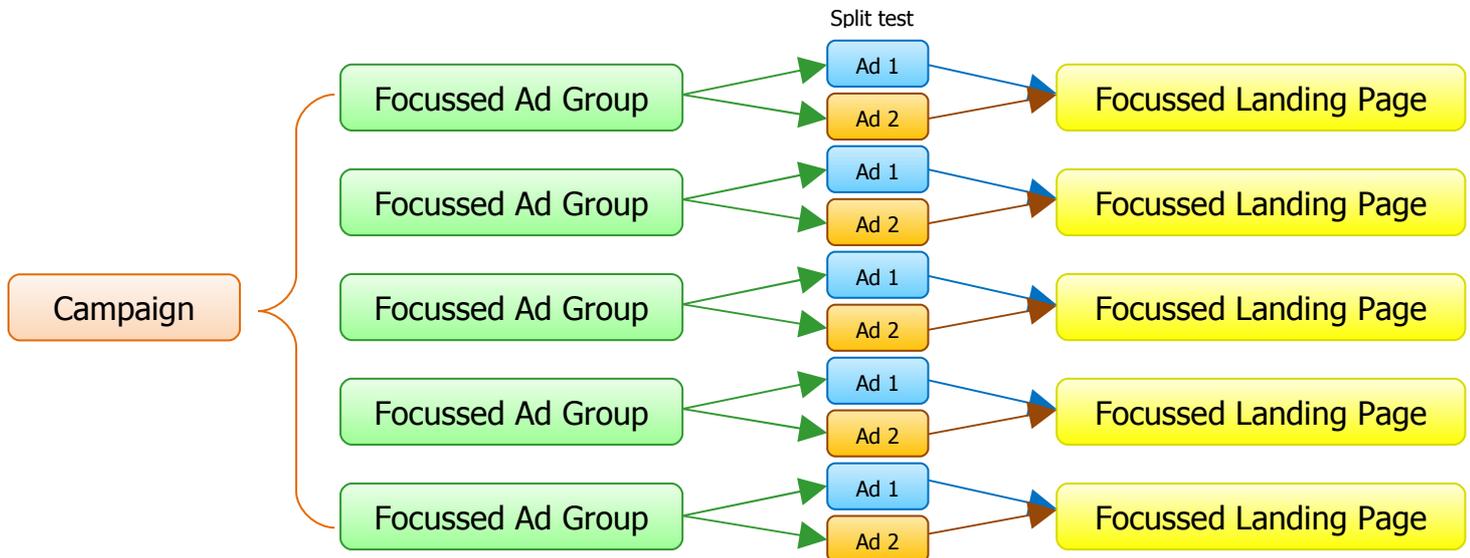
Country Targeting

Do you know what country your visitors are coming from? That can really help you to speak the 'lingo'. If you put Google Analytics on your landing page then you'll be able to see the percentage that come from different countries.

Why is that important?

Well if you are targeting the UK, USA and Australia but you find that 40% of your visitors are from Australia, 10% from the UK and 50% from America then you can split them out and specifically target each country independently, or even just drop the UK and concentrate on the other two.

What that means if that you can use the kind of words that they are used to seeing both in your ad and in the landing page, helping to increase conversions and your quality score (more targeted = more relevant).

Tracking to the keyword level/Conversions

In a campaign of 100 keywords you may find that only 10 are producing sales, the rest are deadweight, they cost you money but don't bring anything in, think how much more streamlined and profitable your campaign will be if you cut out the 90 keywords that don't produce sales!

Now you can see why tracking conversions is crucial to your PPC success.

For merchants it is easy, just go to 'Conversion tracking' up the top and you can quickly set things up and get some code to put on the page someone lands on after they make a purchase. Google then tracks your sales right from your campaign screen and tells you exactly what campaign, what keyword and even which ad produced you that sale!

Easy! Wait for a bunch of sales to come in and then cut out any keywords that don't make sales, be ruthless - they are costing you money!

But what if you are an affiliate? Well that is trickier. Typically you can get tracking links as an affiliate which you could allocate codes to for each landing page. That would allow you to identify which ad group the sale came from which is a start.

Actually tracking to keyword level used to be near impossible, but now you can get the Xtreme Conversions software from xconversions.com and what that does is quickly assign tracking codes to your affiliate links every time someone lands on your page so it can track what keyword made the sale. When you want to check the stats you just get a report from your affiliate network and import it into the software and it tells you exactly what made a sale!

Now you know how to run a campaign then let's talk about expanding!

Expanding Your PPC Empire

Once you have a successful campaign then you are going to want to expand your empire. There are really three options:

- More keywords
- More products, or
- More PPC networks

Let's look at each in turn:

More keywords:

If you did your keyword research to start with then you probably had a reasonably big list of keywords that you had to trim down to just some good ones to start a small campaign - can you use any of the others now?

What about finding more? Try to think 'outside the box', if someone is looking for a grass seed maybe you could sell them your 'Green grass miracle food', if someone is looking for a toaster maybe you could sell them the full kitchen appliance set you have?

Go back to the keyword tools and type in related keywords and see if it sparks an idea off for you to explore.

Experiment, you'll soon get feedback from people by them either ignoring your ad or clicking through and buying and you can adjust things as necessary then.

More products:

If you are selling your current products well then maybe you should add some new ones into the mix? Expand your current range or go into a different market? Find what people are searching for online, check out the competition and then decide if you think you can compete based on your current conversion rates etc.

If you are an affiliate this is much easier as you can just go out and grab a load of different affiliate products and try to sell them, if they sell well you keep promoting them, if they don't you ditch them. If you actually have to buy the stock that makes it riskier.

As a merchant what you could do is find an affiliate product you can promote instead, see if it sells, then if it does get your own stock and start to sell it using the same ads which you now know work!

More PPC networks:

That's right, there are a load of other PPC networks out there similar to Adwords, none quite as sophisticated which can be a bonus or a boon depending on how you look at it, but it is a quick way to double your traffic!

Current estimates put Google at owning anything from 50 - 70% of all the searches on the internet, that leaves MSN, Yahoo and various others to pick up the rest. So are they worth it? Of course! If you have a campaign that works on one network then there is a good chance it will work on others - instantly giving you access to more traffic and more profits!

Here are the main networks you should consider once you want to expand:

MSN adcenter
Looksmart
Searchfeed
Yahoo
Miva

Now onto a method to get more money per visitor...

Adwords List Building Secrets

I have some disturbing news for you - if you don't collect the email addresses of people then you are losing out on a whole boatload of extra revenue!

With the internet it is now easier and cheaper than ever before to keep in touch with people using email, it can even all be automated using autoresponders so you can set up emails and they are sent out automatically to everyone who joins up!

But still people avoid it, I understand, it is scary to stop going straight for the sale, but it can be so much more profitable in the long run. Research suggests that it can take someone being exposed to something 7 times before they will consider buying it. If you just direct them to you website once you only get one chance.

Once you have them on an email list you can email them useful information to build a relationship with them, you can send them special offers, you can send them alternative products, digital catalogues, videos - you name it! That means that instead of maybe selling them one product, you are maybe selling them a load of products instead!

But here is the only secret that really matters when it comes to building a list using Adwords - **you have to 'sell' the sign up!**

Sure it is 10 times easier to get someone to sign up to a free newsletter etc than it is actually commit to buy something, but you still need to sell that free newsletter just as hard as a product you want money for.

Why?

Because people are getting jaded online, they don't want spam so they hold their email address close to their chest, they won't let just ANYONE have it. That is until they see something they want, then they hand it over with a huge smile on their face and their thanks for all the cool stuff you are sending them.

So what can you offer visitors to get them on your list? You need to decide that first or you are sunk before you start.

Videos are a great medium that has really taken off online - can you offer videos? If you sell kitchen utensils can you offer a series of cooking videos for them?

If you sell a digital book on how to train dogs can you give them cute dog videos or some sample clips on how to cure one problem they may have.

Make it desirable! Make it seem to be worth a lot, hell it should be worth a lot! This is getting your digital foot in the door to get permission to sell them more stuff. Make it good or you'll crash and burn.

Once you have that done you need to decide how to reach these people. Advertising to get people on your list is different to advertising products. Take our toaster example before - can you really get those people onto a list, I know I said it would be more profitable, but they are just not that targeted, they want a toaster and that's it.

You see if you are building a list using Adwords you need to concentrate on just getting that person to sign up your list. You can't have a page with both your product on and the sign up area for your list, give people multiple options and they'll often take none.

So we have to choose one or the other, for toasters I'd go for the sale, THEN on the page they go to that thanks them for their purchase I'd put the signup for your list and offer something cool. They have just made a purchase, they are no longer worried about where to get a toaster from, they are happier, they now have time to look at the videos you are offering etc. Plus you know you are getting someone who is willing to spend money!

For the dog training videos you can go straight for the signup - advertise on dog training keywords and offer 1 set of videos teaching their dog how to stop barking. People click through, like what they see (hopefully) and sign up to your list, you then get to sell them the rest of the videos, dog toys, dog training aids etc etc!

I have heard of people getting up to 70% of the visitors to their site to opt-in to a list, so that sure beats the 1% conversion rate you might get for purchases, but again the key is to test, test how much money you make going for straight sales and getting them onto your list afterwards, test how much money you make getting them on your list first and going for the sales afterwards, and then keep the winner!

You can find some good autoresponders listed in the resources section coming up at the end, now onto the closing thoughts...

Closing Thoughts

PPC can be immensely profitable in the right hands, to prove how profitable it can be then I know of one wedding site that turned into a million dollar operation from just free search engine traffic then one day crashed out of the search engines.

They had a warehouse full of stock and employees just sitting around because with no search engine traffic pretty much nobody could buy anything. With the help of some PPC specialists in no time at all they not only generated the same level of revenue from their PPC campaigns, but they actually started making more!

You need to put the time and at the start, the money, into learning Adwords, you'll learn as much from your failures as your successes, but it is that catalogue of experience that will carry you through to Mastering the Adwords Cash Mountain!

To your success

Want The PLR To Similar Products As This?
Click Here

Resources:

Keyword tools:

Free Wordtracker (free - limited results)
SEOBook (Free)
Google Keyword Tool (free)

Wordtracker (paid - unlimited results)
KeywordDiscovery (paid)
Nichebot (paid)
Wordbutler (paid)

Competitive intelligence tools:

(use to find out what other people are bidding on)

KeywordSpy
KeyCompete
Spyfu

Utilities:

Adwords keyword wrapping tool (free)
SpeedPPC (paid)

PPC Networks:

MSN adcenter
Looksmart
Searchfeed
Yahoo
Miva