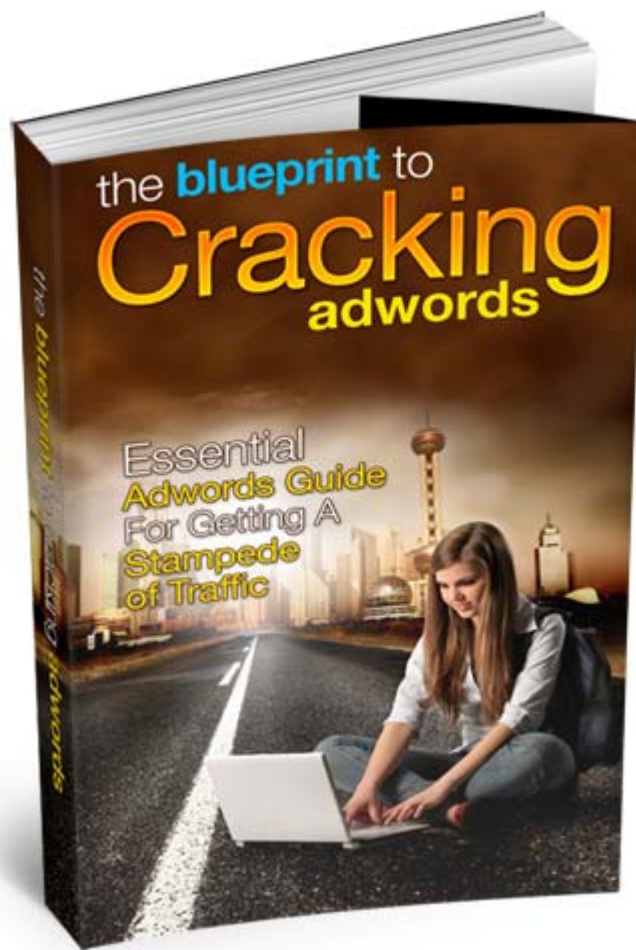


The Blueprint To Cracking Adwords

**How To Create Adword Campaigns That
Sends Low-Cost, Targeted Traffic.**



The Blueprint to Cracking Adwords
Free to Distribute



Introduction

Google Adwords is the most effective way to buy targeted traffic to your website. If you don't have many sales or subscribers on your email list, then marketing on Google Adwords will change that.

The Blueprint to Cracking Adwords

The problem with Adwords is that it's expensive, especially if you're a beginner because Google will punish your bank account if you abide to their rules.

This book will teach you all you need to know about Google Adwords from creating an advertisement, split testing the results, getting a high quality score and how to create your landing page for the best results.

This book is written for people who have already have an Adwords account and know the basics of how to operate it. So if you haven't already set up an account yet, go to <http://www.google.com/adwords>

Study the system and get familiar with it. Then read this manual and learn how you can buy targeted traffic to your website that will convert into sales.

Regards,

Rob Warlow
Small Business Success

Preparing Your Website

The Blueprint to Cracking Adwords

Before you start to work on your Adwords campaign, you need to make sure that your website is ready to receive the traffic sent by Google.

First of all, decide what you want to achieve with your adverts. Is it to build a targeted list of subscribers or is it to drive visitors straight to your main website and get the sale?

You may want to do both, but if you're just starting out, I would concentrate on one objective first.

Here are the steps on how to prepare your website before you create an Adwords campaign.

1. Your Domain

It is better to have a domain name with a call to action. For example, "buycheapalsations.com", "learndigitalphotography.com", "outsourceproductcreation.com" etc..

This domain name will help you in Adwords when your text ads are displayed. It gives you an extra line for your ad copy since the URL acts like a call to action instruction.

If you already have a website then you can choose a call to action domain name for a blog or squeeze page, and send traffic there instead. However, this is not a must. There are ways to get round this which I will discuss later on.

2. Private Registration

Many people use NameCheap's service <http://www.namecheap.com> for registering domain names that comes with a 1 year free private registration.

You should disable this for your domain because it makes Google think you're hiding something. A legitimate website would not hide their information.

Don't give any chances for Google to suspect your website.

3. Search Engine Optimization

Do the necessary SEO for your website such as placing keywords in the title, meta tags, placing the anchor text, image names etc...

This will help your web page rank better in the search engines and it will also make Google see your website as well-looked after. More brownie points for you!

For more information on how to SEO your website, visit <http://www.seobook.com>

4. Proper Website Structure

One of things you should avoid is create a one-page squeeze page for your advertisement campaign. Google frowns when they see this and there's a good chance they will give you the slap and raise your pay per click prices.

If you're sending traffic to a squeeze page, then add more pages to it such as Term of Service, Privacy Policy, Earnings Disclaimer, a Contact Us page and a Google Sitemap (<http://code.google.com/p/googlesitemapgenerator/>)

Make your squeeze page look like a website so that Google won't penalize you. Adding more text to the squeeze page also helps. Around 200 – 300 words is good enough.

Make sure the content looks professional and complete within the pages such as adding your email, phone number and address in the Contact Us page.

5. Website Links

The webpage you're sending traffic to, now has several internal pages. You also need to place links to other websites to get a higher Quality Score in Google Adwords. This will help you avoid having your pay per click bids being increased by Google unknowingly.

Instead of linking to other related blogs who may compete for your business, link to social bookmarking websites or other websites which have your content.

For example submit articles to <http://ezinearticles.com> and link to the web page with your article on it. Bookmark the content of your blog, articles or press release and link to the social bookmark sites.

You're now placing good quality external links on your web page which your visitors can safely visit. They are reading your other content which should also ask them to subscribe to your list or provide more details on your products.

Before you start your Adwords campaign, check to see if the external and inbound links are all live on the Google search engine. Type in the URL and make sure that it appears in the results with the proper title and description.

6. Good keyword content

With this particular web page you're driving traffic to, you need to concentrate on keywords the visitors typed which has lead them here.

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If you're concentrating on the keywords "Alsation" and "German Shepherd", then you should have these keywords repeated several times on your web page. However, make sure the content still makes sense. At the end of the day, it is humans who will be reading it.

Your web page should have more than 300 words with around 2-3% of the keywords you're focusing on, in the content. This is called keyword density.

So for a 400 word web page, your keywords should be repeated no more than 4 times.

7. Above the fold

With all the links and additional information on the web page, many people will start to worry about confusing the visitors they're sending from Adwords.

The visitors are faced with so many links and options, they would not buy or sign up to your list, which is what you're after.

To solve this problem, put all the links at the bottom of your page. Have them arranged like a navigation menu. Then with your optin form, sales letter or video, have it near the top of the web page so that the visitors don't need to scroll down to see it (this is called above the fold).

Now you have the call to action of what you want the visitor to do right at the top of the page and not worry about the other content distracting them.

The content below the call to action is for visitors who want to know more details before submitting their emails to optin or purchase the product.

The Blueprint to Cracking Adwords

Most importantly, the content and the navigation menu below makes your website or landing page seem legitimate in Google's eyes so that they won't penalize you with the infamous Google Slap.

Choosing the keywords

Doing well in Adwords requires 3 things:

- your landing page.
- the keywords you're targeting
- the ad that you write

If one of these areas is weak, then your whole marketing campaign will fail. We'll now go on to keyword research which is a vital part of your success.

Generate a huge list of keywords and then brainstorm on which ones to choose in Adwords.

There are 3 tools which I recommend you can generate keywords from:

Google Adword's Keyword Tool

<https://adwords.google.com/select/KeywordToolExternal>

The Adword's Keyword Tool is excellent for generating keyword lists. You can even generate lists from your competitors' website too.

This tool is from Google so it makes sense to believe in the data for Adwords since it's also owned by this giant company.

WordTracker

<http://freekeywords.wordtracker.com/>

You can use this free version of WordTracker and further add to your list of keywords you generated from the Adword's Keyword Tool.

The Blueprint to Cracking Adwords

Although I do recommend you get the full version of Wordtracker since it can generate more long tailed keywords and has a lot more features.

Your Brain

With the list of keywords you've compiled from the online tools, you should list them in alphabetical order in a spreadsheet together with the numbers such as number of searches per month.

Now you will use your brain to come up with more keywords. Put yourself in the shoes of your customer. Think about what keywords he will type in the search engines to find the product or service to solve his problem.

Next, put yourself in the shoes of a not-so typical customer. Think about topics which are slightly related to your products and services and come up with keywords that you think they will type in the search engine.

For example, if you're selling PDAs, then your target customers could be insurance salesmen. An insurance salesman could be typing in "insurance selling tools", or "PDAs for insurance" or "gadgets for insurance" etc...

Get a list of these keywords using your brain and add them to your big list. If you find that the new keywords do not return any search results with the keyword tools don't worry.

The keyword tools mentioned above only act as a guideline. They are not 100% accurate. There are many search terms being typed in every day which have never been recorded before.

The final step to complete your keyword research also requires using your brain. With the list of keywords you've generated, go through

The Blueprint to Cracking Adwords

each one and delete the ones that don't make sense or which you think people will never type in.

When you do this removal exercise, think about the likelihood of someone typing in the keywords with the thought of buying something or have a problem that needs solving.

If you're in the second hand car business and one of the brands you're selling is Lexus, then you would concentrate on keywords which buyers of Lexus would type in.

For example, "second hand black lexus", "second hand ES300 Lexus", "cheap lexus 2000" etc... are words which Lexus buyers would type in the search engines.

Main keywords such as "Lexus" should be ignored because:

- a. they are expensive and have a lot of competitors
- b. the visitor is probably looking for pretty pictures or a teenager is doing some research for homework etc...

You have to get in the minds of your prospects and think about the keywords they would type in to buy your product or service.

Spying On The Competition

Now that you have your list of keywords, you can do some investigation work such as spying on your competitors. One of the tools you can use is SpyFu at <http://www.spyfu.com>

This is a very powerful tool which will give you a lot of insights to your competition. Make a list of your competitors and type in each one to see:

- how much they spend on pay per click per day
- the average pay per click they're spending on
- the keywords which they are buying
- and a trend of their spending on pay per clicks

Now that you know what keywords your competitors are buying and how much, look at their history to see if they're consistently spending money on their keywords. If they are then it means they're making a profit using Adwords.

Now go to Google and find their ads. Make a note of what their ads show and also the landing page they're sending traffic to. Study why their pay per click marketing is working and improve on what they do.

This is how you can safely use Adwords to make money. Unless your competitors are corporate giants who can afford to throw away a lot of money, if a company is consistently spending hundreds of dollars a day on Adwords, they are surely making a profit.

Go and study each of your main competitors and see what they are doing with their marketing. This will take a lot of your time but it's worth it.

Writing Your Text Ad

Now that your landing page is ready to receive some paid traffic, you need to write some ads which will:

1. Grab the visitors' attention.
2. Make the visitors curious about your offer
3. Tell the visitors you have something that they want
4. Make your ad related to the keywords the visitors have typed

Your ad is all about pleasing the visitors. This is also what Google wants. The search engine giant wants to show ads that will further benefit the visitors when they search for information.

This means that your each of your ad has to focus on the particular keywords which the visitors typed in.

With the long list of keywords you've generated, put them into very, very small related groups.

If you generated hundreds of keywords for dogs, then you would group them into groups of 2 – 5. For example, “teaching German Shepherd”, “training German Shepherd” and “discipline German Shepherd”.

You would not put keywords such as “caring German Shepherd”, “food for German Shepherd” into the same group. The ad that you write has to be **very, very targeted** to the keywords which the visitor typed in.

This is one of the biggest mistakes people make. They generate hundreds of keywords and put them into the same group and write about 2 or 3 text ads for the whole group.

Visitors are only attracted to ads which is related to what they're searching for.

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If a person typed in "German Shepherd shampoo" and they see an ad offering information on teaching a German Shepherd tricks, they won't click on it.

This means if you generate hundreds of keywords and you want to use them all, you will need to write a lot of ads to get any success.

So before you begin to write an ad, choose a few keywords that are very related to each other and focus on writing an ad to satisfy the reasons why the visitors typed in the keywords.

For example, you would choose the keywords:

"training German Shepherd"
"training German Shepherds"
"disciplining German Shepherd"
"disciplining German Shepherds"
"trained German Shepherd"
"trained German Shepherds"

and put them into one group. Note that you should place the plurals of the keywords into the same Ad group.

Now you can write a text ad offering information, products or a service on how to train a German Shepherd.

With Adwords, you only have 4 lines to write your marketing message on.

- The Title
- 2 lines for the description
- the URL shown

The Title

The title of your text ad is very important in attracting the visitors' attention. They are searching for information using Google and they are looking at the search results to find what they want.

The Adwords on the right will catch their attention, after they have looked at the search results.

If there are several text boxes then they will only glance at the titles and see which ones they're interested in to read further.

This is like glancing at a page of classified ads. The title is what determines if someone will read the ad's description.

So if the visitor typed in "German Shepherd" or "Alsations", and your title has these words in them, it will have a good chance of getting the visitor's attention.

This is why you have to write separate ads and for each ad group which focuses on a few similar keywords. If not, the visitors will ignore your ad without reading the description because they think it's not what they're looking for.

Now put yourself into your ideal customers' shoes. If they typed in "training German Shepherd", and they see your title with these words in it, wouldn't they want to read the 2 lines of description in your text box?

If your title has the words which the visitors' type in the search engine, it will appear bold in the title and also in the description. That's another reason to put the keywords in your title so that you make your ad stand out.

The Blueprint to Cracking Adwords

You only have 25 characters in your Adwords title, so you need to make the most of it. Open your editor and type in 25 X's. You now know how long your title can be.

Next come up with as many titles as you can with less than 26 characters including spaces, and make sure you have the keywords in it.

Your title will get the visitors' attention if:

- it promises a solution
- it asks a curious question, hinting at a solution
- shocks by revealing something unheard of

Spend time and write out as many titles as you can. Get a list of 50 if you can and then choose the top 3 which you like. You will then need to test the response to see which is the best title.

2. Description

If your title made your visitors curious, they would want to read the next 2 lines of text. Each line can contain 35 character only.

There are lots of advice on how to write your text ad descriptions. The formula which has worked well is to write the benefits the visitors will receive and the second line will show the features of the product or service.

So using our German Shepherd example, you would type in something like:

Expertly Train Your Dog – Like A Pro
Easy To Follow Guide – Download Now

or

The Blueprint to Cracking Adwords

Train Your Dog Smartly, Now
56 Page Guide – For Beginners

Since your title already have the words “German Shepherd”, you can get away with not mentioning it in the description. However, tests has shown that repeating the keywords at least twice in the whole text ad, does increase clickthrough rates.

The bottom line is, you need to test.

When writing your 2 lines of description, make sure that you give a clear reason why the visitor should click on the ad to read more.

Never lie with your ad. Don't promise something which is different to what is shown on your landing page. The visitors will just get angry and leave without reading further. You've unnecessarily wasted money on a click.

One of the things I found which works well in descriptions, is to ask a question and then hint at a solution. This gets the visitors curious.

With your second description line, instead of showing the features, place a “call to action” instead. For example “Download The Book Instantly”, “Get The Report”, “Download The Guide”, “Subscribe To Download Now” etc...

Another technique you can use is to add the letter “s” to your benefit. For example, instead of “train your dog”, use “trains your dog”. Adding the “s” implies the solution is automated or requires less effort.

This works really well on the prospects' subconscious mind.

As you can see, there are many different ways on how to write the text ad. You cannot use the techniques all at the same time because you have limited space. You have to choose and mix.

The Blueprint to Cracking Adwords

With your testing, you should know what the best combination is to write your text ad for your particular market.

The URL

Due to the limited space you have for your text ad, you must also use your domain name as part of the ad as well.

If your ad is about hard disks and your website is www.AmazinglyGreatLimited.com, then it does not help your ad much.

You would be much better off registering another domain name with the keywords in it such as "www.expert-hard-disk-info.com "

This is one of the ways how expert online marketers increase their clickthrough rates. The name of the domain helps the visitor make up the decision whether the ad is relevant to their needs or not.

If you want to use your main website as the URL nevertheless, then you can add a keyword at the end of it to make it relevant. For example, www.AmazinglyGreatLimited.com/harddisks

As long as the destination of where you're sending your visitor to is the same as the top domain being displayed, Google will ignore the virtual folder which you created (in this case /harddisks).

With your text ad, created, look at it as a whole. Ask yourself, if the visitor typed in the keywords and saw this ad, would it intrigue them to click on it to read what is promised?

Settings In Adwords

If you're testing your ad campaign for the first time, make sure that under **Campaign Settings** in **Networks and bidding**, it is set to "Google search" only.

This means that your ads will be shown if the visitor types in the right keyword in the search engine.

Next you will see the options for Delivery Method. Choose **Standard** which will show your ads evenly over time. This will give you a better view of how well your ads perform.

You can choose the **Accelerated** method when you have proven your text ads are working and you can throw as much money at it as possible.

Do not select other settings such as **Search partners** and **The content network**. You don't know how well your ad is going to perform so placing them on other sources of traffic will only eat up your money and harder for you to test their performance.

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Networks and bidding

All network types:

✓ Maximum CPC bidding [Change bidding strategy](#)

Show my ads on:	
Search:	<input checked="" type="checkbox"/> Google search ? <input type="checkbox"/> Search partners ? <small>Requires Google search</small>
Content:	<input type="checkbox"/> The content network ? <input type="radio"/> Relevant pages across the entire network ? <input type="radio"/> Relevant pages only on the placements I target ?

Also do not check the setting **iPhones and other mobile devices with full Internet browsers**. You only want to show your ads activated by Google's search engine for the time being.

You don't need to activate other settings because you don't know if your offer will convert well. Patience will save you money.

The next part is important. The scheduling of your ads. To save money and get the best from your ads, choose **Run at select times only**.

Then schedule your ads to run from 8AM till midnight. This will be the times when the majority of people are online.

Display your ads in countries such as Canada, UK and Australia first. You can activate US to get your flood of traffic, when you ads are doing well.

At the beginning of your Adwords campaign, you need to make sure that the CTR (clickthrough rate) is 1% or above. If it falls below 1% then you should remove the ad. This is because Google may penalize you for showing unresponsive ads and therefore increase your cost per click.

The Blueprint to Cracking Adwords

All these guidelines which you're reading, are designed to help you increase your CTR %.

To further improve your CTR, make sure your bid per click will get you on positions 1 – 3. This is because the text ads in these positions get clicked on the most which means higher CTR.

Once you have a high CTR, you can then think about lowering your bids to position 4 or lower and see if you can still maintain a good CTR while paying less.

You should be ready to pay at the top end for your keywords initially. Google will treat you fairly in that if your ads are getting clicked on a lot, they will lower your cost per click. A win-win situation but you have to suffer first.

There is no set rule for what CTR % is best to have. If CTR is 50% and you're making a killing in profits although you're spending a bomb on Adwords, that will still be alright.

I would recommend anything that is between 1.5% - 4% is a good. For the clicks, I would not bid on keywords that cost a dollar or more. But then again, it depends on what your product is that you're selling.

If you're selling a \$27 product, then paying a dollar per click is very expensive. You have to get one buyer for every 27 clicks you pay for, to break even. This is near impossible.

However, if you're selling a \$500 product, then \$1 per click might make sense if out of every 100 visitors, 3 people buy from you. Do your own maths and see how much you can afford to spend on Adwords.

Pretend that for every 100 visitors, only 1 person will buy. Ask yourself how much will you pay per click to make a reasonable profit.

The Blueprint to Cracking Adwords

Always monitor your campaigns daily. If you find that you have keywords with a poor quality score, give it one more day. If the results are the same then delete the keywords.

Keywords with a poor quality score can mean 2 things:

1. The keyword is poor because it is too general or it's not related to the product or service you're selling.

For example, if you're bidding on the keyword, "armpit" the CTR may be very poor because the people are searching for the music band "Armpit" and not for your product.

2. Your text ad is poor. It does not relate to the keywords which the visitors are searching for.

Everything happens for a reason. With Google Adwords, the key to winning the game is testing and failing quickly. Once you know what doesn't work in your marketing, you can do all the right things which will work.

Fine Tuning Your Campaigns

After monitoring your campaigns, you will now know what keywords are getting good responses and also what ads are getting clicked on the most.

Now it is time for you to increase the performance and really start profiting from Adwords.

Here are the things you need to fine tune at least twice a week or until you have sufficient data to determine the response. For example, if out of 2000 impressions for ads A and B, 3 clicked through ad A and 27 clicked through ad B, it's pretty obvious that ad B is better.

Things to fine tune:

1. Which keywords get the most traffic. Remove keywords which have too little traffic to make a difference in profits.
2. Which ads are getting clicked on the most. Find the best performing ad in each ad group and try to create a better ad that will beat it.
3. Which landing page is performing the best in terms of sales. Note down any reasons you can think of and apply it to other landing pages you have.
4. Create another landing page and rotate it with your Adwords campaign. Try to beat your best converting landing page.
5. Make a note of the things you have changed and see if it makes a difference to sales. For example, changing the headline, placing the order link somewhere more prominent, and changing the offer (such as lowering or increasing the price).

The Blueprint to Cracking Adwords

This is where the real money is made with Adwords. No one can tell you how to best write your ads. You need to test it yourself. Make a plan and follow it every day on fine tuning your campaigns.

Once you know which ads and landing page works best, you're on your way to a lot of money.

Growing Your Success

Once your campaigns are profitable, you should grow it to make the most amount of money possible.

Begin by setting up Google Alerts for your competitors' domains and for keywords that you're using. Google will email you when there is a new web page online with your keywords and when you have new competitors competing with your keywords.

Use the information and see what your competitors are doing and know what is happening within your industry. You need to stay on top of these things.

As soon as you see possible keywords which other people are using, start to implement the SEO for the keywords in your websites and test it.

Always brainstorm new keywords to add to your campaign. It is impossible for you to guess every keyword that you need in one go because new keywords are being typed in Google every day.

Try to add location and prices to your keywords. For example, if you're selling a computer, use keywords such as "computers for sale Texas" or "Computer for under \$5000". All this needs testing.

There have been many cases where people would have never guessed some of the keywords their prospects type in, if they didn't test.

Always test your ads which are totally different to each other.

For example, if you're selling computers, create 3 ad groups which concentrate on different aspects. Don't make them similar. One ad should focus on cheap prices, the other could focus on location and the other on quality.

The Blueprint to Cracking Adwords

See which type of ads get the best response first, before you start fine tuning them with similar ads.

Once you're comfortable with how your ads are performing and you're starting to make good profits from your campaigns, you can now start to turn on the turbo switch in Adwords.

1. Turn on all the other countries for your campaigns. This will send you a lot of traffic. However, keep monitoring and see which countries are clicking but not buying. Remove them.
2. Change the Delivery Method from Standard to Accelerated. This should use up your daily budget quickly. But it doesn't matter now because you've tested already and your campaigns are profitable.
3. Try turning on other types of traffic such as **Search partners**, **content network** and **mobile devices**. It's time to drive as much traffic as possible and get those sales.
4. Activate your campaign schedule and display your ads 24 hours a day. See if the night time traffic converts for you.
5. Start to bid on **Broad Match**. This will get you a lot of traffic but it may not be as targeted as before.

These are all the strategies which I use for my own Adwords campaign. Using these techniques, you should be able to create profitable ads for yourself, without losing a lot of money initially.

The reason why so many people lose money and get frustrated with Adwords is because they don't test. They expect to get it right the first time. Well I'm afraid that doesn't work.

Reading this guide will put you well ahead of the game. To really see the profits, you need to monitor, fine tune and test. You have all the

The Blueprint to Cracking Adwords

knowledge you need with making Adwords work for you. Now you need to put in the hard work to see the profits.

Resources

Google Adwords Keyword Tool

<https://adwords.google.com/select/KeywordToolExternal>

WordTracker <<---Put your own affiliate link

<http://freekeywords.wordtracker.com/>

PPC Web Spy <<Put your own affilaite link

<http://www.ppcwebspy.com/>

SpyFu

<http://www.spyfu.com>

Google Snatch <<---Put your own affiliate link

<http://www.googlesnatch.com>

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