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Secrets to
Dominate Google AdWords
For Quick, Easy
and Low-Cost Sales

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What Is AdWords and Why You Should Use It... Even If You've Given-Up On It In The Past.

Google has become one of the most profitable companies in the world. And the vast majority of their revenue comes from one stream, Google AdWords, their pay-per-click advertising program.

With a Google AdWords account, you can place your ads alongside the Google search results. Whenever a user types in a search phrase, your ad appears to the right and at the top of the results:



The screenshot shows a Google search for "buy television". The search bar contains the text "buy television" and a "Search" button. Below the search bar, the results are displayed. On the left, there are organic search results for "Television" from SEARS.com, "Philips 42" TV For \$879" from Dell.com, and "Price Television" from BizRate.com. On the right, there are two columns of "Sponsored Links". The first sponsored link is "Buy Great TVs for Less" from NexTag.com, and the second is "Tv Sale at Amazon.com".

As you might imagine, being listed in the search results has a distinct advantage over other advertising techniques. When somebody types in, "Buy Television," they're looking to buy. Or if somebody types-in, "Car Shop in Kansas City," they're looking for a solution.

Search marketing connects you with hungry prospects ready-to-buy.

But, it doesn't stop there. Google has built a gigantic network of countless thousands of sites across the web you can easily advertise on. Many of the most highly trafficked websites allow you to advertise on them through Google.

This type of advertising is called, "Content Advertising." You can either choose the exact website you want to place ads on or let Google determine the best ones for you.

In addition, Google also lets you advertise on television, mobile phones, and on the radio.

The best part of Google AdWords and why it beats any other type of paid

advertising is that it's pay as you go.

You don't have pay huge upfront fees for advertising that might not work. You only pay when someone clicks on your ads. If you're not getting sales, you can cut your campaign off at any time you want.

Compare this to any other type of advertising. You may have to book months in advance and for several months. Testing isn't cheap or fast.

With Google, it only costs \$5 and takes 5 minutes to get an account. Your ads can be running on Google in minutes.

If you don't already have an account, you can sign-up at:

- <http://www.AdWords.Google.com>

Of course, you may have tried AdWords before and you did not get the results you wanted. If this is the case, here are three reasons why you should give it another try:

1. **Google rewards campaigns set-up the right way over campaigns set-up wrong.** This means Google rewards the advertisers with good ads, landing pages, and campaign structure with substantially lower costs-per-click for prime positions. While you might pay \$3 a click to get on the first page for a poor campaign, you might pay \$1 a click with one done the right way.
2. **AdWords can be held accountable.** They allow you to track everything from how much each keyword is worth to you and how long each visitor they generate stays on your website. If something is not effective, you can delete it with a few clicks of your mouse. What other advertising method can do that?
3. **It's easy and fun when you know the right way to use it.** When the results start pouring-in, you'll find that Google is one the quickest and easiest ways to advertise.

Let's move-on and discuss how to use Google AdWords so it makes, instead of

costs you money.

Transform Google Into A Money-Making Machine.

When many beginners start their first AdWords account, they set-up their campaigns the wrong way. They may type-up a quick ad and input a list of keywords with little thought about what they are.

You then often hear horror stories about these advertisers running-up huge bills because they did not set daily spending limits and only checked their campaign a week later.

But AdWords doesn't have to be this way. If you understand the right way to set-up and manage your campaigns, the full potential is unlocked.

Let's get started.

When you are setting-up your campaign, the first ingredient you need is to choose where you want your ads to appear.

This is done by inputting the search terms or keywords you want your ads to appear for inside your campaign.

Google provides you with a free keyword brainstorming tool at:

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

This is also the tool that's located inside your account. To use it, just input a main keyword and a list of suggestions appear.

Even better than free tools are paid software that allow you to generate, organize, and come-up with the right keywords for your campaigns in record time.

One of the most popular of these tools is "Keyword Elite" at:

- [Keyword Elite](#)

An important part to doing AdWords right is that quality is far more important than quantity.

This means that it's important to pick keywords targeted to your product or service. You would not pick general terms. For instance, we would not advertise on “Google” if we're selling a book about Google AdWords. Even the term “AdWords” might be considered too general.

Those searching those keywords might be looking for a range of different things. We don't want them clicking on our ads. However, the keyword, “AdWords Strategies” is different. It indicates somebody is looking for ways to do AdWords better.

We want our ads to appear on the keywords buying customers are typing-in.

Google has three different types of keywords you can include in your account. Each one gives Google instructions on what variations of the keyword you want your ads to show-up for.

They are:

Broad Match Keywords. Broad match keywords are the most general type of keywords and show-up for a wide-number of searches. For instance we might input, “AdWords Advertising.” Our ad might show-up for “Search engine advertising.” This is because Google may see the two words as the same thing.

As you might guess, Google is not always right when it comes to identifying relevant search terms for your broad keywords. This is why you need to be cautious with inputting broad keywords (the opposite of what most advertisers do).

Phrase Match Keywords. These are inputted into your campaigns with quotation marks (it looks like “Keyword”). They are more specific than broad match keywords. They require the actual words to be used in the search query. So, “Search engine advertising” would not be triggered by the phrase match keyword, “AdWords Advertising” inputted into your account. The search phrase, “Strategies to using AdWords Advertising” would be triggered.

Exact Match Keywords. These are inputted into your campaigns with brackets that look like [] . These are the most specific type of keywords. What you type in is what your ads show-up for.

Finally, there are also **negative keywords**. These are search terms that you don't want your ads to show-up for. So, if we inputted the broad match keyword, "AdWords Advertising" and we did not want our ads to show-up for "Search engine advertising," we would input the negative keyword "Search Engine Advertising." You input negative keywords with dashes. So, we would input:

-search engine advertising.

Over time, you should build-up hundreds of negative keywords, especially if you're utilizing broad match keywords.

The next important tactic to set-up your accounts correctly is that you should put your keywords into tightly-knit related Ad Groups.

Ad Groups are structures inside your campaigns. They store your keywords and a set of ads.

You might include 12 keywords per ad group built around a common word or phrase. For instance, we might put all of our keywords with the word "AdWords" in one Ad Group and all the keywords with "Search advertising" in another. Ideally, you should work to put every keyword in its own Ad Group.

This allows you to write custom ads for each of your keywords.

And this is a key part of AdWords.

When you have relevant ads and landing pages for each of your keywords, Google rewards you. They lower the amount they charge for every click. Your initial bid then gets you higher ad positions.

The key to being relevant is to have each of your ads and landing pages customized for each of your keywords. You want Google to feel like you have exactly what the searchers of each keyword are looking for.

For more secrets to lowering your costs-per-click and to get higher rankings, check-out a resource called, "AdWords Profits 2." It's written by an advertiser who didn't have a choice, but to make sure every cent counted. Check-it out at:

→ [AdWords Profits 2](#)

After you've got your keywords down, you need to create the right ads.

As mentioned, they need to be relevant to each of your keywords. And, by putting your keywords in their own Ad Groups, you are able to give each keyword its own ad.

Google measures how relevant your ads are chiefly by how high each of your ad's click-thru-rates are.

A click-thru-rate is the percentage of clicks your ads receive out of all of the times your ad appears for each keyword. The higher your click-thru-rates, the better the results.

In addition, including the keyword in your ads often increases your click-thru-rates and tells Google that your ad is relevant.

Here are some techniques for creating ads that generate high click-thru-rates:

- **Avoid cute ads with your business name as the headline.** Instead, think of your ad as starting a conversation with your searchers. It should tell them that you have what they're looking for.
- **Use simple words and language.** Informative ads tend to out-pull exaggerated ads.
- **Avoid talking about yourself and talk directly to the searcher.** Use "You" over "I" or "Us."

For more powerful techniques to creating ads that cream the competition, there's a guide called, "PPC Scare Tactics." It shows you how to create urgency in your ads to gets results. Get the details at:

→ [PPC Scare Tactics](#)

Finally, the last key to use AdWords right is you need to be testing and tracking.

Success in AdWords is simple: Know your numbers. Google allows you to

easily install conversion tracking code on your website. This then allows you to know exactly how much each of your keywords is worth to you.

You instantly know if you need to tweak or toss your ads. You should be constantly testing different ads to see if you can beat existing winners.

To give you an edge in creating ads, you should know about a spying tool you can use to get winning ads right out of the gate. It does so by spying on what is and what's not working for the competition. You quickly discover what you should include in your ads for killer results. Check-it out at:

→ [AdWatchers](#)

This tool also shows you what keywords your competitors are bidding on. So instead of struggling to uncover what works yourself, you get strong ideas at a glance.

Let's recap the key ingredients of a successful campaign we've talked about:

- Be wary of broad match keywords because they are so general and are often triggered for un-targeted search queries.
- Put your keywords in tight ad groups. Preferably, you should put each keyword in its own ad group.
- Create custom ads for each ad group tailored to each keyword.
- Make sure your ads and landing pages are relevant to each of your keywords.
- Test and track your results so you know what's working and what's not.

When you do all of these things, your profits rise and you begin to dominate the rankings. You have an edge over the competition who isn't taking these steps.

To get a more complete look at AdWords strategies to dominate the results and rake-in huge profits, check-out “AdWords 180” at:

→ [AdWords 180](#)

It goes into detail about what you need to be doing to put your campaigns in the green.

Recommended Resources:

- Keyword Elite – [Keyword Elite](#)
- PPC Web Spy – [PPC Web Spy](#)
- AdWords Profits 2 – [AdWords Profits 2](#)
- AdWords 180 – [AdWords 180](#)
- AdWatchers – [AdWatchers](#)
- PPC Scare Tactics – [PPC Scare Tactics](#)