

# **Adwords Power Tips for Power Profits**

(Part of the “Grab A Coffee” eBook series)



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# Introduction

Who is Tom O'Brien – the author of this eBook?

Tom O'Brien is a qualified [Google Adwords Professional](#) who has spent hundreds of hours managing Adwords campaigns. The information contained in this eBook represents some of the lesser known tidbits that will help you **increase the power of your advertising pound**.

This eBook will help you [maximize the return](#) you get on your Google Adwords Campaigns.

There's a lot of work involved and in the longer term you may well want to engage some professional help.

As well as Google Adwords account management, Tom is working on a number of other Internet ventures including his main site:

[SelfHelpTips.com](http://SelfHelpTips.com)

## Credits

My thanks to [John Delavera](#) for his invaluable insights on Internet Marketing in general and how to structure and present a viral eBook in particular.

My thanks to Renee Temple for the fantastic graphics on the “Grab A Coffee” eBook series – check out her site:

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

## Simple Advert Changes Can Cost You

**\*\*\*WARNING - Careful what you tamper with\*\*\***

Adwords maintains a historical record of your account as well as everyone else's account. This history is used to determine where your advert will be positioned on the search results in conjunction with your cost per click (CPC).

Simple rule of thumb:

- Bad history = High CPC
- Good history = Lower CPC

Whenever new changes are made to an Adwords advert, the keyword/advert couplet history will be 'reset'.

This means actual CPC's and ad rankings are subject to change – usually in a negative fashion.

**In other words – if you make a change to an existing adgroup advert, it will make things worse initially.**

This is something that the majority of Adwords users do not know about and are perplexed until they realise that their experimentation – without knowledge of the ramifications – caused their increased cost.

And this is also why, you should augment existing adgroups rather than edit existing adverts.

It is very rare to have 'instant' changes create wildly profitable returns – this is why account management is an iterative and evolutionary process.



**In the long term, you may wish to protect the CTR your keyword/advert couplet by using an extra layer of indirection – i.e. A tracking link, this way you will be free to change the landing page without affecting your Adwords account history.**



## Google Algorithm Changes

On August 15<sup>th</sup> 2005, Google implemented it's long anticipated algorithm changes. This was the biggest set of changes to the Adwords system since inception. Unfortunately, this has had a negative impact on many advertisers. The upshot of this is it is even more important now than ever to implement extensive campaigns with rigorous testing.

Expectations of an overnight success using Adwords must be managed.

There is the possibility of an overnight success with your campaign but the probability is one whereby a campaign will become profitable as time progresses and is a factor of knowledge and disciplined testing.

## Delivery Issues

In the past, accounts were 'slowed' due to poor performance. This no longer happens. Your account history though may be such that it counts against you – i.e. If you have a woeful Adwords account history (very low historical click through rates), this will have an ongoing legacy on the amount you currently pay.

### Recommendation:

- **Start from scratch** – The history in your account will weigh very heavily against you if you have a large number of impressions and a poor performance record in terms of CTR. You would probably be best suited to:
  - **Delete your account and create a new one**



**You should look into creating a US based account as this could save you significant fees.**

**(If you are a non-US advertiser)**

**Look at your own situation and the foreign exchange currency implications on your own account.**



**Google does not permit you to have 2 accounts. If you have 2 separate companies then you can have two separate accounts as they are different controlling legal entities. If you have a single company you are better off starting afresh.**

# Campaign Name Optimisation List

## Naming Schemes

### Campaigns

You can have up to 25 active campaigns within your account and as your needs grow, naming campaigns sensibly will make for easier administration thus saving you time and effort.

Using the default “Campaign #1” naming scheme tells you exactly what it is but not **what it does**. The same holds true for any other “less than meaningful” naming scheme.

As the number of campaigns increase in your account during the lifetime of your account, taking the time to institute a meaningful naming scheme will be rewarded many times over in terms of saved time and frustration.

I have in the past used the following naming format:

- Campaign Contents

And sometimes use the following longer (but more specific) naming scheme:

- Campaign Contents Geo Locations Distribution

Where:

Campaign Contents describes what your adgroups are all about – perhaps you have multiple products and want to target them at a campaign level, for example you may sell

- Hair Brushes
- Hair Dryers
- Hair Lotions etc...

Geo Locations describes where you are selling your goods – perhaps you’re selling to just your country (UK, US, CA etc...)

Distribution describes which of the distribution networks you are using to display your ads – i.e. Google properties only, the Search Network, the Content network.

Therefore, were you selling Hair Dryers in the UK only and on Google only your campaign name would be:

- Hair Dryers UK Google Distribution

and

- Hair Dryers UK Search Distribution

if you were using Google and their Search partner network

and

- Hair Dryers UK Full Distribution

if you were using Google, the Search network and the content network.

## **Recommendation:**

- **Change Campaign Name** – You should change your campaign name to something more meaningful than that already used to save you time and frustration in the longer term. If the above naming scheme is too much for you, choose something simpler but make sure it is meaningful and be consistent to avoid confusion.

# Campaign Setup Optimisations List

## Separating Distribution Channels

If you combine your different distribution channels, it is very easy to delete a winning ad due to the syndication and editorial approval of adverts coupled with the fact you cannot tell where a 'sale' has taken place (be it Google Search, The Search Network or The Adsense (Content) network).

The distribution of multiple adverts is out of your control and if you have a campaign with ads distributed on the search and content networks, a single “lumped in” figure will result.

Upshot:

**You could erroneously delete a winning advert due to the distribution bundling.**

Therefore you should setup not 1 campaign, but 3 identical campaigns:

## Campaign #1

Will have the Search and Content distribution channels switched off:

### 5. Where to show my ads

Show ads on **Google** and the

☐ **search network**

☐ **content network** [\[?\]](#)

[ [more info](#) about these choices]

## Campaign #2

Will have the search network selected:

### 5. Where to show my ads

Show ads on **Google** and the

☒ **search network**

☐ **content network** [\[?\]](#)

[ [more info](#) about these choices]

## Campaign #3

Will have the content network selected:

### 5. Where to show my ads

Show ads on **Google** and the

☐ **search network**

☒ **content network** [\[?\]](#)

[ [more info](#) about these choices]

Bidding strategies will differ – you will want to bid roughly the following:

- 75% of the Google only campaign on the Search network
- 50% of the Google only campaign on the Content network

## Recommendation:

- **Separate each campaign for distribution channels** – The best approach is to target the Google properties first, when you have an optimised campaign this can be replicated for the Search and Content networks rather than optimising on 3 campaign fronts concurrently (**nightmare**). The different channels will have different response characteristics therefore by doing this in a piecemeal fashion you sacrifice certainty for speed.

## Disable Automatic Advert Optimisation

### 4. How often to show my ads

☒ Automatically optimize ad serving for my ads. [[more info](#)]

Should be:

### 4. How often to show my ads

☐ Automatically optimize ad serving for my ads. [[more info](#)]

This may sound crazy but there are 3 good reasons for doing so:

1. You will not be able to tell which advert (presuming you are split testing – which you should always do) is giving you the best return on your investment. Remember, the automatic optimisation deals with a ‘winner’ from Google’s perspective – i.e. the best click through rate, **not the best conversion rate.**
2. You want total control of a split test to determine statistical significance beyond doubt.
3. To keep valuable intellectual property from your competitors as explained in detail with the following:

Ok - Let's say you are diligently testing 2 adverts side by side within an ad-group

With optimisation turned on, eventually 1 advert will be deemed the leader and shown more.

For arguments sake – we will take the keyword ‘marketing’. Your competitor has 2 split tested adverts which will show (in a round robin manner) whenever this keyword is searched for.



You can find out **competitive information** regarding which of the adverts is performing best by searching for the keyword marketing, noting the ad results and refreshing the search results a number of times.

## Valuable Intellectual Property

Suppose you do this 4 times (by reloading your webpage) - and 3 times advert 1 is shown, but advert 2 is shown once - you now know which of these adverts is the best.

Knowing what adverts are working for your competitors allows you to start to understand the mindset of your potential prospects (what's working and what's not to encourage click-throughs).

This of course is very valuable intelligence for you to construct your own adverts - which means you can ultimately have **higher click through rates** and as a direct result **pay less**.

Because ads in Adwords are in the public domain, your marketing efforts can be gleaned by your competitors and vice versa if you use the automatic optimisation feature.

You have the choice to set and forget letting Adwords do it's job but if you want total control and are in a market that is highly competitive, you may want to manage your campaigns in a more hands-on fashion.

There is a trade-off for sure but it's up to you as a business owner to make that decision based on your own risk management criteria.

**In marketing there is only one marketing genius - your customer.**

You can always hire someone to create great ads but you have no guarantees they will produce a winner straight off the bat.

Only putting the ad into the wild will you determine results.

## Sidebar

- You may peak in terms of achieving as high a CTR as you can for a particular advert and this could mean you get lazy and only show the winner all the time. To help keep your competitors guessing you could continually try new ads intermittently though.



**Believe it or not – you may want to put a 'worse' advert up to reduce your CTR thus dropping you down the adwords advert list to help improve your ROI!**

**Why?**

**Because the highest ranking positions are not always the most profitable.**



## Recommendation:

- **Disable Automatic Advert Optimisation** – For full control of your campaign and to [maximize profitability](#), you need to manually administer and control your advert distribution.

# Adgroup Naming Schemes Optimisations List

## Naming Schemes

### Adgroups

Adgroups contain groups of related keywords that are targeted to:

“What your prospect wants”

You need to target not what the prospect was searching for but for the intention behind the search (granted sometimes these are one in the same). When you have worked out what this is, name your adgroup accordingly.

### Recommendation:

- **Rename Adgroups Appropriately** – Rename the adgroups in line with what your prospect actually wants. Think of a user search in terms of a question being asked. Although they may be asking about ‘X’, what they really want is ‘Y’. Your job is to anticipate what ‘Y’ is and give it to them on your landing page.
  - Name the adgroup related to ‘Y’ – the question behind the question – in other words **what your prospects want**.

### Adgroup Keyword Match Inclusion

Whenever you have many adgroups containing many keywords, it is invariably easier to keep tabs and understand what types of keywords are contained within by also including the type of keyword matching contained therein (i.e. Broad, Phrase, Exact)

### Optional Recommendation:

- **Rename Adgroup Including Keyword Matching** – Rename the adgroups to include keyword matching – eg:
  - “Adgroup Name Exact” or “Adgroup Name Broad”. Should the adgroup name be too long, a shorthand naming system could be employed using the CAPITALS BPE appropriately.

# Adgroup Keyword Groupings

## Ad Group Keyword Grouping

When you create an ad-group you need to put keywords within the ad-group that are “semantically cohesive”. This means that the group contains keywords only that all relate to fulfill the needs of the searcher.

Ask yourself the following question:

“Should “x” keyword be in this group? After all the searcher is reading the advert I specified so does it make sense to display that advert for that keyword?”

If you’re answer is no then you need to take the contrary keyword(s) out of the adgroup and put into a new one of their own.

### Recommendation:

- **Group Semantically Cohesive AdGroups – “Semantically Cohesive”** means your adgroup contains groups of tightly focused keywords around a central theme. Your web prospect will click on your advert because of whatever reason, you may think you have a handle on what these reasons are but you will not always be right. Regardless, you need to **get into the mindset of your prospect** and ask “What do I want”. Think of a user search in terms of a question being asked. Although they may be asking about ‘X’, what they really want is ‘Y’. Your job is to anticipate what ‘Y’ is and give it to them on your landing page.
  - Group keywords related to ‘Y’ – the question behind the question – in other words **what your prospects want**.
  - Benefits of Semantically Cohesive Groups:
    - Your CTR will go up
    - Your CPC will go down
    - You will have more targeted prospects going to your site leading to stronger conversion rates



**Keep your adgroups tightly themed – words included in a higgledy-piggledy fashion will hurt your advertising budget.**

## The Single Adgroup

Although at first it may seem tempting – collecting all your keywords and lumping them into a single ad-group for ‘ease of administration’ is not a good idea for a multitude of reasons.

First off, let’s say you have managed to find 1000 keywords for your campaign and you pop them all into a single ad-group. Yes, you get a single point of administration

**(or more accurately a single point of failure)**

But look at what you miss:

- The ability to group tightly cohesive keywords (which are the mindset of your prospects) and construct targeted adverts which are more likely to gain a click through to your site.
- The ability to have specific landing pages on your site for specific customer psychographics. This alone will greatly increase your chances of getting a prospect respond to your call to action – be it an email address capture or a sale.
- The ability to keep tight control over the budget of your ‘best’ keywords (where best are high traffic/high conversion). Sure you can adjust individual CPC’s within an ad-group, but the granularity and control is not there and the problems inherent with grouping too many loosely assembled keywords will ensure your **efforts are thwarted** and **money wasted**.

Remember Google **rewards good advertising performance** and looks at all advertiser histories & in particular, your advertising history when determining how well you are doing.

Adwords is not a fire and forget medium (unless you have a very niche market with very little competition – but the days of such markets are numbered).

Active campaign management is required to ensure you have not just a return of your investment but a positive **return on your investment**.

## Recommendation:

- **Create Multiple Semantically Cohesive AdGroups – “Semantically Cohesive”** means your adgroup contains groups of tightly focused keywords around a central theme. Your web prospect will click on your advert because of whatever reason, you may think you have a handle on what these reasons are but you will not always be right. Regardless, you need to **get into the mindset of your prospect** and ask “What do I want”. Think of a user search in terms of a question being asked. Although they may be asking about ‘X’, what they really want is ‘Y’. Your job is to anticipate what ‘Y’ is and give it to them on your landing page.
  - Group keywords related to ‘Y’ – the question behind the question – in other words **what your prospects want**.
  - Benefits of Semantically Cohesive Groups:
    - Your **CTR will go up**
    - Your **CPC will go down**
    - You will have more targeted prospects going to your site leading to [stronger conversion rates](#)
    - Greater [ROI](#)

## Keyword Research

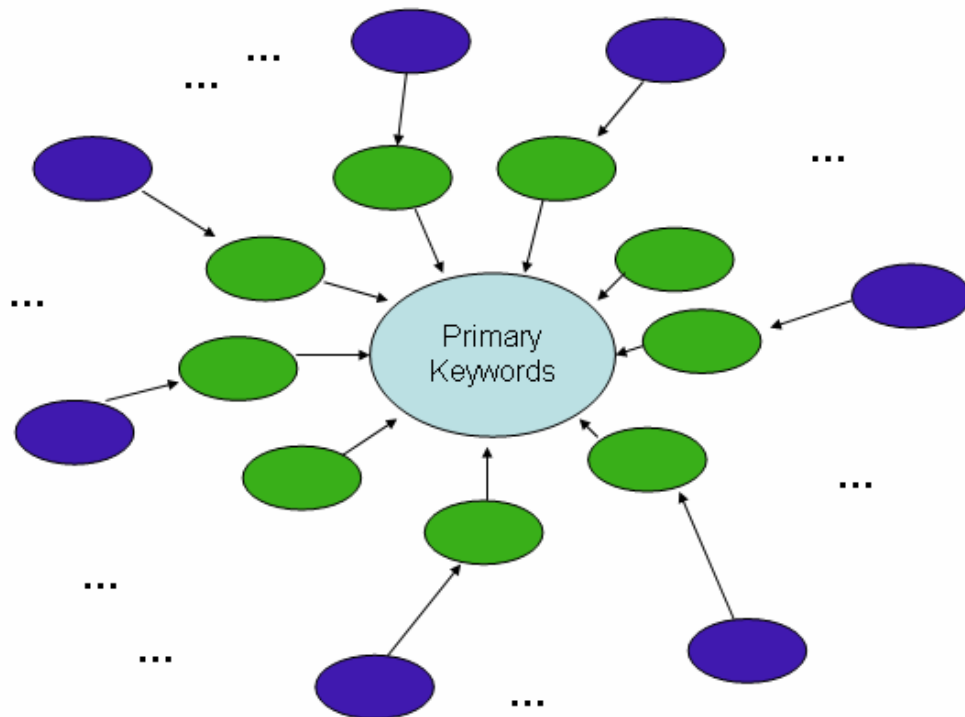
Keyword Research is ostensibly a never ending pursuit regardless of the number of keywords (both of the positive and negative variety).

This is because – to paraphrase Einstein –

“Everything is connected to everything else”.

Therefore there are a large number of keywords you can research. Take a look at the following diagrammatic representation with

**primary keywords** surrounded by  
**secondary** and finally on the outside  
**tertiary** keywords.



Amit Singhal, principal scientist at Google, has said that over 50% of the 200 million searches performed a day **have never been searched before**. He also said:

"When performing a search most surfers give a 2-4 word query".



**In almost all cases you will find your best keywords (where best usually equates to sales) will contain 3 or 4 phrases.**

**In other words, the customers are searching for a specific solution to a specific problem.**

Most Google Advertisers start and finish with a set of primary keywords directly related to their business – the majority in fact do a very poor job at finding even primary keywords.

With secondary keywords, you may have landing pages on your site that have articles that are indirectly related to your business but neatly raise the awareness of your business to the prospect. Alternatively you could start an entirely different site focused on the secondary keywords but brokering traffic to your main site.

This is a classic Hub and Spoke pattern where your money site is the hub and secondary traffic brokering sites are the spokes.

The limit you take this approach to is entirely up to you (you could go to a tertiary level if you exhaust all secondary spoke options) and no doubt along the way with research you will spot new profit niches.



**You should look to strengthen your own business by brokering traffic to/from sites you already own or to affiliate sites.**

**Remember, the majority of visitors to your site will not become customers on that site, you need to maximize the value of each visitor regardless.**

## How about Misspellings?

Misspellings are a huge source of traffic and most adwords campaigns contain very few because of course most advertisers forget that not everyone spells as well as they do!

To give you an example from Google, a lot of people search for [Britney Spears], you would think this is a relatively innocuous spelling, well, in a single 3 month period, there were 592 misspellings recorded by Google for the term.

The correct term equated to some 488941 searches during that period – quite a lot.

The misspellings equated to a staggering 146258 searches, nearly **30% of the volume of correct searches!**

Source: <http://www.google.com/jobs/britney.html>

## Recommendation:

- **Create more keywords from the given set** – Misspellings, contractions, transpositions – even competitor domain names!
- **Competitor Analysis** – There are various tools on the market now that allow you to get a very good insight into what your competitors are bidding upon.
- **Conduct More Keyword Research** – Even in the smallest niche markets you will with a little imagination come up with thousands upon thousands of keywords. When a business thinks laterally and grows through secondary and tertiary spoke sites feeding traffic to their site(s) the scope for keyword analysis becomes infinite. With the current limits imposed by Google on advertisers. You can have the following theoretical numbers of keywords in an account:
  - $25 * 100 * 2000 = 5,000,000$  Keywords – **There is always room for more keyword research**. The actual limit on an account is variable but starts off around 50,000 – this is to limit the server load. Accounts that perform better will have their limits extended (150,000+ over time). You will not be able to focus on thousands of keywords therefore you really must focus on those keywords (probably expensive alas due to competition) that will yield results in the form of profit (i.e. conversions).



## Secondary Keyword Use

Secondary keywords are keywords peripheral to the goal you are looking to achieve in your campaign. Let's take for example you wanted to sell insurance to people who engaged in high risk sporting activities and you thought that the phrase "climbing alone" would be a possible keyword. This is just too general and is not likely to convert, you need to look at more targeted keywords instead.

### Recommendation

- **Remove 'secondary keywords'** - You must recognize that inclusion of secondary keywords are not likely to give you good results. You should probably look to disable these keywords and focus instead upon keywords that are likely to give results instead – that is unless you have an active strategy to convert secondary targets (using different sites and/or incentives as previously outlined earlier).

# Keywords Matching Optimisation List

## Matching Options

Google allows you to have 4 types of keyword match specification:

- Broad Match
- Phrase Match
- Exact Match
- Negative Match

Consider the keyword 'widget'.

How many ways can you search for this keyword? In theory there are infinite number of searches that can be conducted but in practice there are considerably fewer thankfully.

However, how should you specify your matching options?

### Option 1: Broad Match

This specifies the keyword in an unadorned fashion within your list like so:

**Blue widget**

What this means is that should somebody search for the keywords:

- **Blue widget**
- **Red blue widget**
- **Widget blue**
- **Widget who searches for these things blue?**
- **Don't need blue widget**

Then, your advert would show for all of these. This is all very well when broad match (I'll not talk about expanded match searching for fear of confusion!) shows your advert for terms relevant to you. But...

For every term relevant to your market there could be 10, 100 or 1000 others which are not (which is why when you utilise broad matching you should use negative keywords exhaustively).

The upshot of this is two-fold:

1. Your advert will have more untargeted impressions which will result in a lower Click Through Rate
2. You will receive more ‘tyre kicking’ clicks from visitors who are not in the least bit interested in your product/service thus increasing your costs.



**There is one instance when you would want to utilise Broad match extensively. The specifics of this technique are beyond the scope of this eBook.**

**Simply put, the end result will yield the exact phrases you need to dominate your market.**

**That information is for another version... ;-)**

## **Option 2: Phrase match**

This specifies the keyword by surrounding it in quotes like so:

**“blue widget”**

What this means is that should somebody search for the keywords:

- **Need blue widget**
- **Blue widget**
- **Blue widget where are you**
- **Don’t need blue widget**

Then your advert will show because the phrase is found within the keywords. This is the next most highly targeted form of search matching and is an ‘improvement’ on broad match – in terms of specialisation.

### Option 3: Exact match

This specifies the keyword by surrounding it in square brackets like so:

**[blue widget]**

Now, your advert will only show if and only if the keyword

**Blue widget**

is searched for.

In an ideal world, you will know exactly what every keyword is that your prospects are searching for and you could therefore have an exact match for a keyword search. This would serve to both minimise your advertising expenditure and increase your return on investment simultaneously.

But, to get to a point whereby you know the keywords (or at least know as many as possible) which are profitable to you, you need to conduct some research within your adwords campaign and through the use of [web analytics software](#) on your own server.

### Option 4: Negative Match

Negative Match is used whenever you do not want to show your adverts for a particular phrase. Whenever you use Broad or Phrase match you should employ Negative matching to minimise the number of times your adverts will be displayed erroneously.

To specify negative keyword matching, you prefix the term or phrase with a minus sign, this is best illustrated through example:

#### Negative Match Example

Let's say you are selling the ubiquitous widget mentioned above and somebody typed the following into the search engines:

I hate widgets

Obviously you would not want to have your advert shown to this person, therefore you would specify the following in your negative keyword list:

-I hate widgets

Other classic examples of genres you will likely want to include in your negative keyword list are terms related to:

- Pornography
- Services (If you're selling a product)
- Specific Products (If you're selling a service)
- Bargain Hunters
- Freebie Seekers
- People looking for information (Potentially – you may be able to use this market effectively though)
- People looking for software

## So which is the best matching options to use?

Starting off, it is best to utilise all 4 matching options within your ad-group (unless you are using broad match as mentioned in the hint above) because:

1. You get to know if there are keywords out there you have missed in your research and can dig further to find out if they should be specified with more targeted matching or added to your negative keyword list.
2. More targeted terms (using exact match) generally have [higher conversion rates](#) so you can assign different more cost effective cost per clicks accordingly.

Eventually, as your campaigns mature in time, you will have more and more exact and negative match match balanced by less phrase & broad match. As a result your advertising costs will decrease whilst your return on investment will naturally increase as you identify only those keywords that you know will convert.

## Incorrect Matching Side Effects

If the correct combination of broad, phrase, exact and negative match keywords are not employed, the **following problems will be apparent:**

- More untargeted “**tyre-kickers**” will click on your ads thus increasing your advertising costs and decreasing your return on investment
- CTR's will be **lower** than the should be – which means the cost you actually pay per click will be far in excess of what you should be paying
- Lead Conversion Costs will be significantly **higher** than they should be
- [Lead Conversion](#) will be significantly **lower**



**With less targeted impressions, your ad will be shown more times than it should be, thus accruing and wasting impression counts on your keywords.**

**This will mean lower CTR's and higher CPC's if enough untargeted impressions accrue.**

## Correct Matching

With the introduction of phrase, exact and negative keywords into a campaign, you will see the following results as the campaign matures:

- **More targeted prospects**
- **Higher CTR's**
- **Lower CPC's**
- **Lower lead conversion costs**
- **Higher lead conversions**

## Recommendation:

- **Institute Appropriate Keyword Matching** – Implement Broad, Phrase, Exact match in conjunction with aggressive Negative Matching. In the case of negative matching, the web server logs containing http referrer information (and the searched for keywords) will be invaluable to reintroduce (where appropriate) as negative keywords.



**A powerful strategy was alluded to earlier on in this section w.r.t. broad matching.**

**This strategy requires the use of [Web Analytics Software](#).**

**No matter whether you used the strategy or not, the use of web analytics software will improve your business profits, period.**

# Adgroup Adverts Optimisation List

## Split Testing Adverts

Google provides you with the capability to split test adverts for each and every adgroup. You can in fact specify any number of adverts to test if you so wished although this would be an inefficient way to test unless your adgroup contained keywords that produced a very large amount of traffic per day.

Your advert provides you with a very short window of opportunity to impress upon your prospect your message. 4 simple lines of text, but how you use them will mean the difference between the success and failure of your advertising campaign

Google Advert statistics show a number of different pieces of information:

- # of Clicks
- CTR
- CPC
- % Served

When you run 2 adverts side by side in an ad-group, one of them will likely show a significant difference.

The really important measurement within an Adwords campaign is the CTR.

For example – Advert 1 pulls at 1% CTR but advert 2 pulls at 1.5%. This is not a 0.5% increase in your advertising effectiveness but instead a **50% increase!**

Testing multiple adverts **will yield significant differences** in your advertising effectiveness.



## The Importance of Statistical Significance

To be absolutely sure of a result, you would need to take into account statistical significance. A simple rule of thumb for significance can be stated as follows:

*If the difference in the responses between the 2 variables is greater than the square root of the total number of responses, then the difference is significant statistically.*

In an adwords campaign, your clicks are your 'responses'.

How do you know when there is a winner?

The larger the result set you have to play with, the more certain you can be of the results, a good rule of thumb though is if you have 2 adverts running, you should wait for 60 combined clicks to have a good degree of certainty of the winner – the first to 30 clicks will probably be the winner.

A couple of examples:

**Example 1**

	Advert 1	Advert 2
Clicks	30	2
CTR	3%	0.3
CPC	0.1	0.1
% Served	49.7%	50.3%

Conclusion – The above example shows a clear winner. This produces a statistically significant result because of the rule of significance above – the square root of 32 is 5.65 and the difference is 28.

Whenever you have a test that does not yield such clear cut results, you of course have the option of running longer tests which will increase the sample and improve your confidence levels.

## What to change?

The biggest impact you can make to your adverts is by **changing your Headline**. The second biggest impact is through **changing your Display URL**. Lastly in order of importance is the message body.



**On March 7<sup>th</sup> 2006, Perry Marshall & Jonathan Mizel conducted a teleseminar for 475 people.**

**I was fortunate enough to be one of them.**

**This seminar detailed a technique utilizing Display URL's that could increase Click Through Rates by an average of 37% (72% of the time) and in one recorded instance**

**\*\*\*up to 900%\*\*\***

**I can heartily endorse your subscription to any of Perry's products/services and likewise for Jonathan –**

**“They know their onions!”**

## Headlines

Just like in direct marketing, phrasing your advert as a question, and in particular your headline posing a question will increase your Adwords click through rates - and hence your chance to maximize profitability.

It's a simple formula and one you'd do well to follow:

Question?	(25 Characters Maximum)	QUESTION
Solution Line1	(35 Characters Maximum)	
Solution Line2	(35 Characters Maximum)	
<u>www.Answer.com</u>	(35 Characters Maximum)	ANSWER

Another tried and tested technique is to ideally have the keyword that was searched for in the headline (or less ideally in the message body). There are only 25 characters to play with in the headline so it has to be

**ATTENTION GRABBING.**

## **Display URL**

Ok, So you get a mere 4 lines of text to play with in Adwords so every single character counts.

Even the Capitalization of letters will make a difference to your click through rates believe it or not.

When crafting an ad, most people spend a lot of time concentrating on the headline (well worth doing as it is the most important part arguably) and on the ad text (also a good thing but not as important as you'd think).

After the headline, the next thing that prospects eyes are drawn to is...

**your URL**

But what can I do with my URL I hear you say?

Just because you have 1 domain name doesn't mean you need to use it. There is nothing in Google's T&C's that prohibits you from using a different display URL to that of your destination URL – affiliate redirection is a little bit more 'hairy' and you will want to refer directly to Google's Terms and Conditions yourself.

## **What else can you do with your display URL?**

And even if you want to use your existing domain there's plenty you can still do - remember CAPITALISATION? And then there is sub domains or even appended directory names.

All it takes is a little [creativity](#) and you'll find your click through rates reaching new heights!

## **Recommendation:**

- **Split Test Adverts** – Split test a minimum of 2 adverts running side by side at all times, try to improve upon your results incrementally by asking “What do these prospects want?” and putting the solution to this in your advert as succinctly as possible.

## Domain Name Selection

As already mentioned, the display URL on your advert is the second most important part of your Google Adwords advert.

If you already have a website, you may be reticent to acquire a new one. Do not let this put you off as using new domains as an adjunct to your existing site.



**Or indeed setting up entire alternative websites**

Instead, embrace the concept of split-testing and acquire a number of distinct market related domain names. Run head to head tests to beat your control and find a winner.

This strategy has massive implications as a **click strategy** and potentially as a **branding strategy** (depending on where you want to go).



**With a little creativity, you are almost guaranteed to find domain names that will increase your advertising efforts and profits.**

**If you find 1 domain name attracts 10, 20, 50, 100% more clicks than another – you know that domain name resonates with your target market and will have the same impact elsewhere both online and offline.**

**Powerful stuff.**

## Recommendation:

- **Run A [Domain Name](#) Test** – Regardless of whether you have an established domain name (unless you are a household name or a dominant player in your own genre – instantly recognizable), it is very likely you will realise significant more [profitable results](#) directly from this one test. This doesn't mean you need to run 2 websites as the new domain name could purely have a landing page(s) that integrate with your existing site thus minimizing any fuss.

# Bid Pricing Optimisation List

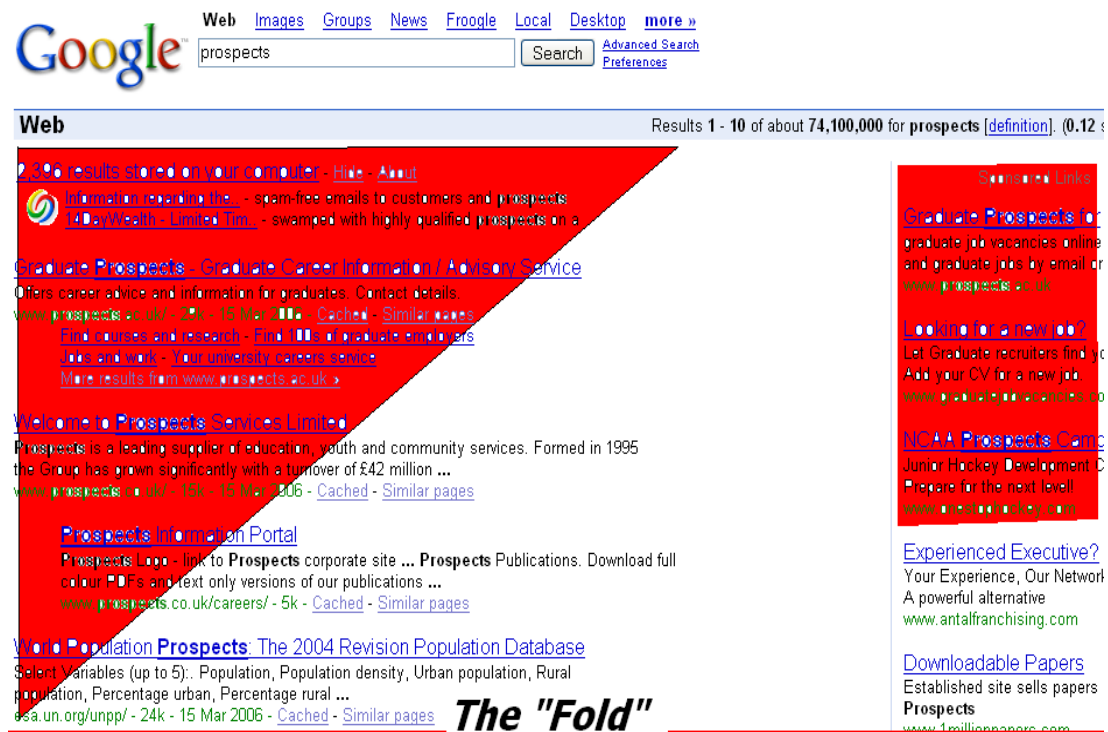
## Best Bid Positions

The following diagram shows the eye fixation patterns of web users as detailed in a study conducted jointly by:

EyeTools.com

Did-It.com

Enquiro.com



- **The Triangle** marks the spot where the majority of eye fixation takes place – where you might expect, i.e. The top of the natural search listings.
- **The Rectangle** is the next best place to be (although nowhere near as well “scanned”) - this represents the top 3 sponsored results listings.
- **The “Fold”** is the equivalent of the offline “fold” in a newspaper. If you're listing is below the fold (be it sponsored or a natural listing), the likelihood of exposure is much smaller.

So, the higher up you are, the more visible you are and as a result, the more clicks you will get.

**However**, this does have a downside when it comes to paid listings such as Google Adwords. Although the top 3 positions command the most click throughs, they will also suffer from too many click happy surfers who have no intention of making a purchase from you.

Note: Sometimes there are 1 or 2 premium adverts shown at the very top of the natural search listings – these positions can yield CTR's twice or three times as high as “normal adwords listings” on the right hand side.



**Many businesses find that there is an optimal position for their advert listing in terms of profitability - at least initially because longer term you should look to be able to command the top positions and still have maximum profitability through high CTR's/low CPC's and testing your website conversion statistics.**

**For many markets, the most profitable positions can in fact be in the range position 4 through 8,**

**Not positions 1 through 3**

One hypothesis for this is that users often check multiple results when searching for what they want and as most people work in a linear top-down fashion, results at the bottom are clicked last. Couple this with the psychological persuasive effect of ‘recency’ and you now have a more qualified prospect coming to your site.

## **What position for you?**

This will only be determined through implementation of tracking and testing results with your campaign and your website in an end to end fashion. The general rule of thumb though is to avoid bidding on the top 3 positions as a matter of course unless you have a profitable back end sales process in place and you are sure your visitor value is sufficient to allow for high initial prospect acquisition costs.

## **Recommendation:**

- **Experiment and document bid position results** – Unless you know your bottom line ROI, you will not know what the best bid position for you and your market is. Over time with enough information, you will be able to determine what the optimal bid position is for a particular adgroup/keyword and adjust accordingly (you may need to employ various automated tools and/or employ full time campaign management services to achieve this).



## Conversion Analysis

Before we talk about conversion analysis and tracking, there is one hard and fast rule you must be aware of on the Internet – the majority of visitors that come to your site are going to leave empty handed.

**No site will ever have a 100% conversion rate.**

You can however be ahead of 99% of the other websites on the market by adopting [exit traffic strategies](#). Work the problem from both perspectives –

- Converting customers and...
- Mitigating inevitable losses when people leave

Failure to do so will have a seriously adverse reaction on your bank balance.

# Tracking

Google allows you to implement [conversion tracking](#) through the use of Javascript and Cookies – this is a common technique to track your visitor behaviour.

The basic premise is like so:

## Step 1

Your website is ‘discovered’ and the user clicks through to a specific landing page. At this point a cookie is placed on the clients PC (and/or the IP address is recorded for later comparison).



**This could be using PPC advertising, it could be an affiliate link, it could be banner advertising, it could be as a result of an endorsed email, the end result is that the user finds your site and clicks through to a specific landing page.**

## Step 2

Your landing page(s) will have a specific call to action, it could be a direct call for a sale, it could be a sign up to a newsletter for example.



**You should always split test adverts, landing pages, sales pages and offer pages to realise [maximum profit potential](#).**

**Make sure you have a single call to action. Give your visitors multiple choices and you will hurt your conversion rates.**

### Step 3

At this point, the user will have successfully committed the action you wanted and you bring them to a Thank You page. This page has the conversion tracking code in place which will increment a simple count of actions. As you will have implemented tracking seeing how people came to your landing page(s), and now how many people have acted, you will know your conversion rate.

#### For example:

Campaign 1 produces 100 people clicking through to your landing page.

Out of the 100 people who arrive, 2 people respond to your call to action and reach the ‘Thank You’ page therefore your conversion rate is:

**2%**



### Google Tracking

Google allows you to implement conversion tracking for free. It should be used as it can give an at a glance figure for conversion tracking. This figure will not be correct though – as there are issues with the following:

1. Javascript & Cookies being blocked on the client side (this is the infrastructural components used by Google to implement tracking)
2. Conversion statistics are applicable only to the server side (i.e. Google impressions/clicks) – Remember, clicks are not unique visitors to your site – multiple clicks can be generated by a single visitor therefore your conversion tracking will not be accurate on Google.

Therefore for the most accurate conversion statistics, you will always need to implement tracking as **close to your business** (be it online or offline testing) as possible.

## Recommendation:

● **Institute Tracking** – This is of course not just an ‘online concept’. The only way you will know how your business performs, both online and offline, is to institute measurement systems – tracking if you will. With tracking in place you will be able to make optimal informed decisions as to what advertising is working best for you, run with the winners and cut your losses with the losers.

- **Bottom Line** – **Without tracking** and it’s partner testing, **you will lose money** and worst case scenario go out of business to other’s who do employ these methods.



**Test, Track, Test**

**Test, Track, Test**

**Test, Track, Test**

Oh yes, did I say

**“Test, Track, Test”?**

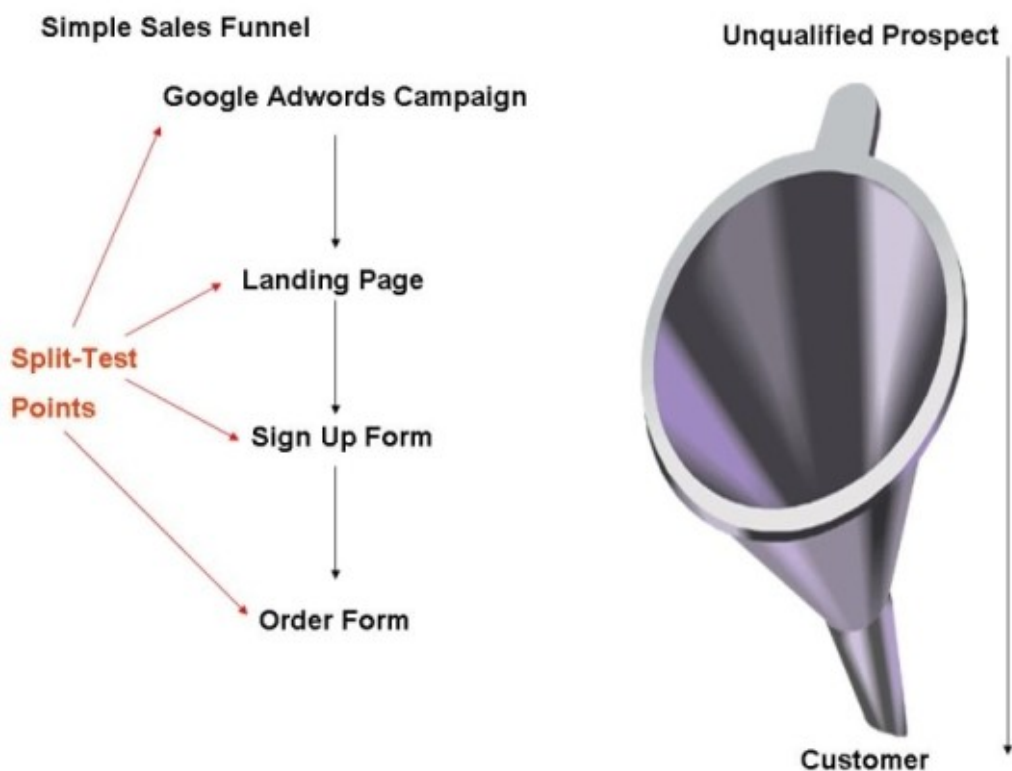
**But only if you want to make money online.**

## Split Testing

To grow your profits, you need to do the following on a continual basis:

- Split Test 2 Adverts
- Split Test 2 Landing Pages
- Split Test 2 Sales Pages
- Split Test 2 Offer Pages

Here you can see a simple graphic representation of the above ‘Sales Funnel’:



If you fail to split test and track, you are wasting money advertising and minimizing your business profits.

## Recommendation – So Important I say it again!:

- **Institute Tracking** – This is of course not just an ‘online concept’. The only way you will know how your business performs, both online and offline, is to institute measurement systems – tracking if you will. With tracking in place you will be able to make optimal informed decisions as to what advertising is working best for you, run with the winners and cut your losses with the losers.
  - **Bottom Line – Without tracking** and it’s partner testing, **you will lose money** and worst case scenario go out of business to other’s who do employ these methods.

## Landing Pages

Akin to split-testing, the construction of landing pages specific to “what a prospect is looking for” **will improve conversion rates**.

For example, let us say a prospect is looking for a cream to rub into sore muscles, if they searched for the phrase:

“sore muscle cream” and the page you directed them to also had this term prominently displayed in the headline, you will notice an increase in your conversion rates for that particular keyword.

## Recommendation:

- **Implement Landing Pages** – Implement landing pages in conjunction with [split testing](#) for said landing pages.

# Adwords Advert Exposure

So you've set up your account and your adverts are showing, you type in a keyword search term you know your ads will show for but hey – you're not in the list!!!

Why is this?

Well there are a number of reasons why this could happen – here is the link within Google's FAQ that lays them out in detail:

<https://adwords.google.com/support/bin/answer.py?answer=6105&ctx=en:top5>

We will now focus on one of these issues in particular – your daily budget allowance and how the right mix of maximum CPC and daily budget is **crucial for the success of your campaign**.

## Why Daily Budget Is Crucial

If there is a large advertiser demand then you are unlikely to get 100% advert exposure as there are a limited number of adverts displayed during a day.

For keywords that are not as competitive, you may well get 100% exposure of your adverts throughout the day. This is of course the ideal but in the case of competitive keywords it is not usually achievable as the cost to display them would be prohibitive.

How can you **maximise your exposure** for a given keyword?

**By increasing your campaign daily budget, not by increasing your max CPC.**

Why?

Consider this – you decided to have a max CPC of £1 and a daily budget of £2 pounds, by midday you have had 2 clicks averaging £1 – Adwords stops serving your ads because you've used your daily budget.

For the rest of the day your competitor's ads are showing and yours are not.

But...

If you increased your daily budget to £5 and reduced your max CPC to £0.5, you could have 10 clicks or more depending on the actual CPC's.

Getting the right balance with daily campaign budget and maximum CPC's is **crucial to maximizing your profitability** with your campaigns.

If you have a limited advertising budget (and let's face it, most businesses do), then you are better served having your advert in one of the lower display positions on the first page and shown more often throughout the day (i.e. more exposure), the **more exposure** you have the **more clicks** you will get and consequently **more sales**.

Therefore – increasing your campaign budget will be more profitable (you must of course be working hard on conversions) than increasing your max CPC, i.e. increasing your advert exposure rather than your advert's position on the search results page.



**Increasing Your Campaign Budget is more profitable than increasing your Cost Per Click in isolation.**

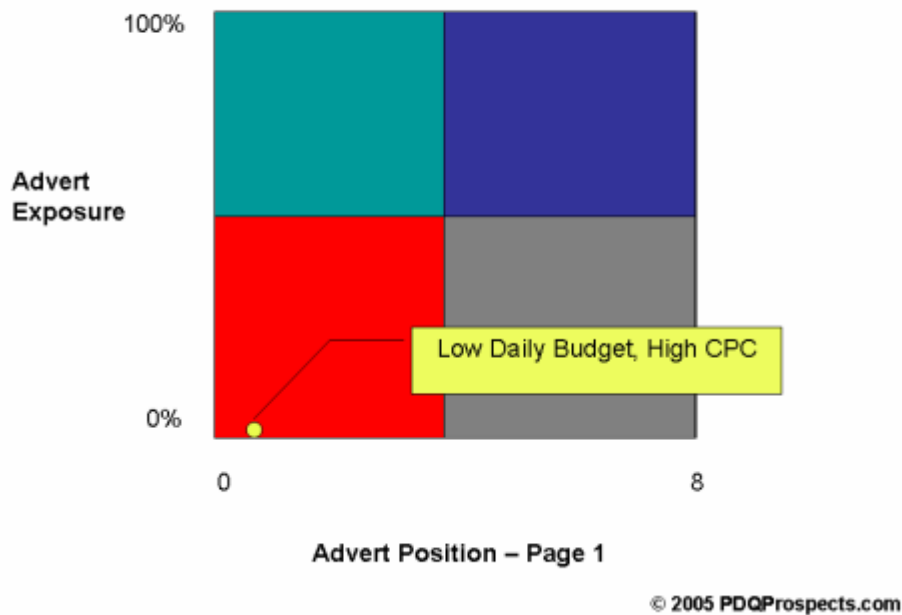


## Examples

There follows 4 simple examples to illustrate the different ways advertisers use Adwords starting with the worst examples moving to the best.

### Example 1 - Inefficient (Worst case scenario)

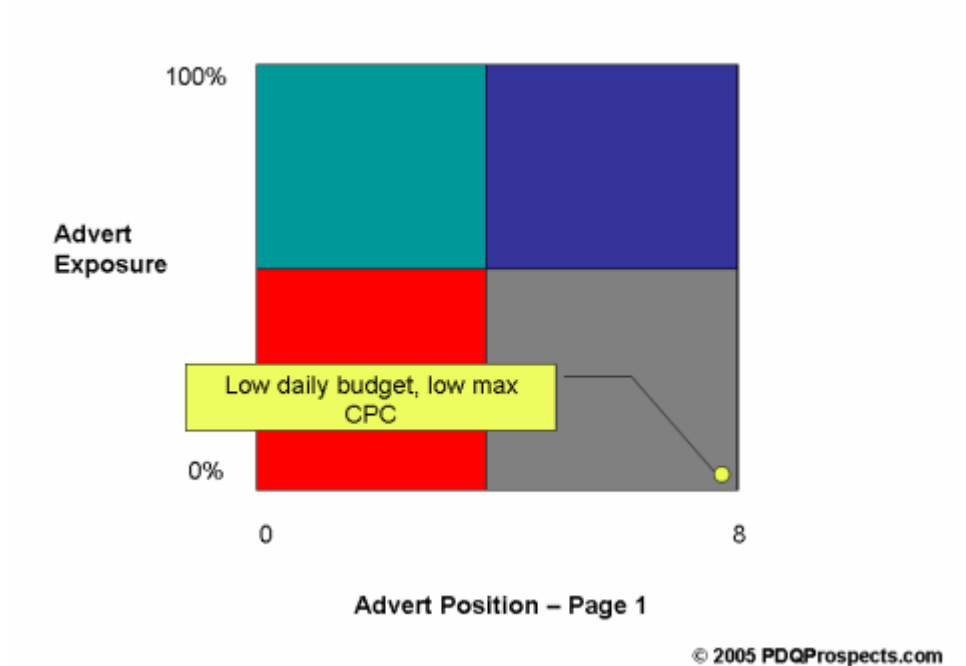
An inefficient approach to adwords advertising is shown in the following diagram:



Here we can see that the advertiser has too high a CPC and too low a daily campaign budget.

### Example 2 - Underserved (Slightly better)

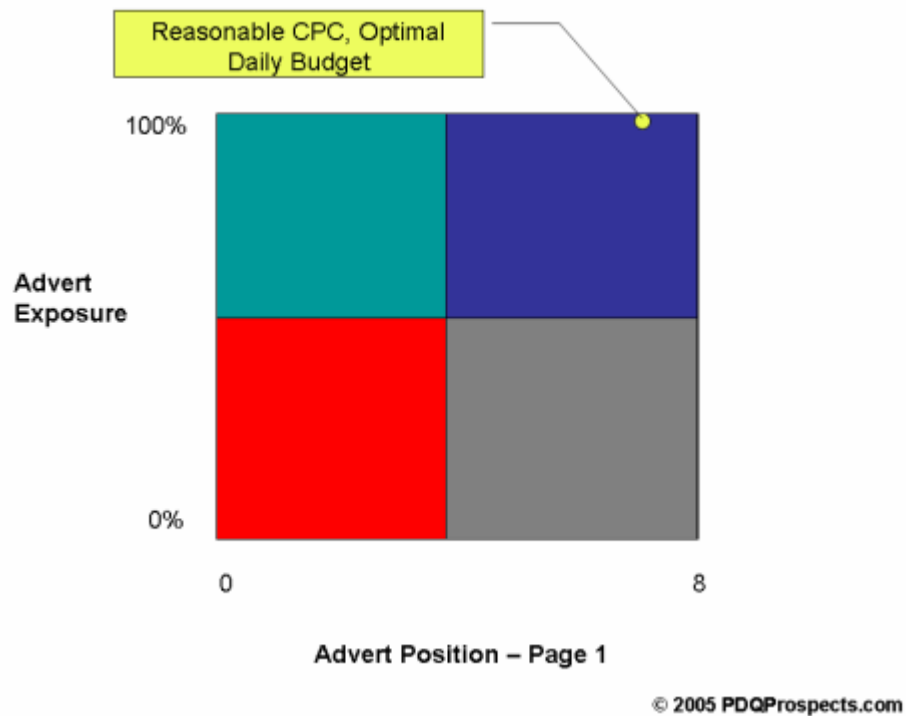
An under-served approach to Adwords advertising is shown in the following diagram:



This example shows us a low campaign daily budget and a low max CPC for the keyword (low relative to page 1 results that is).

**Example 3 - Optimized** (Where most advertisers should aim)

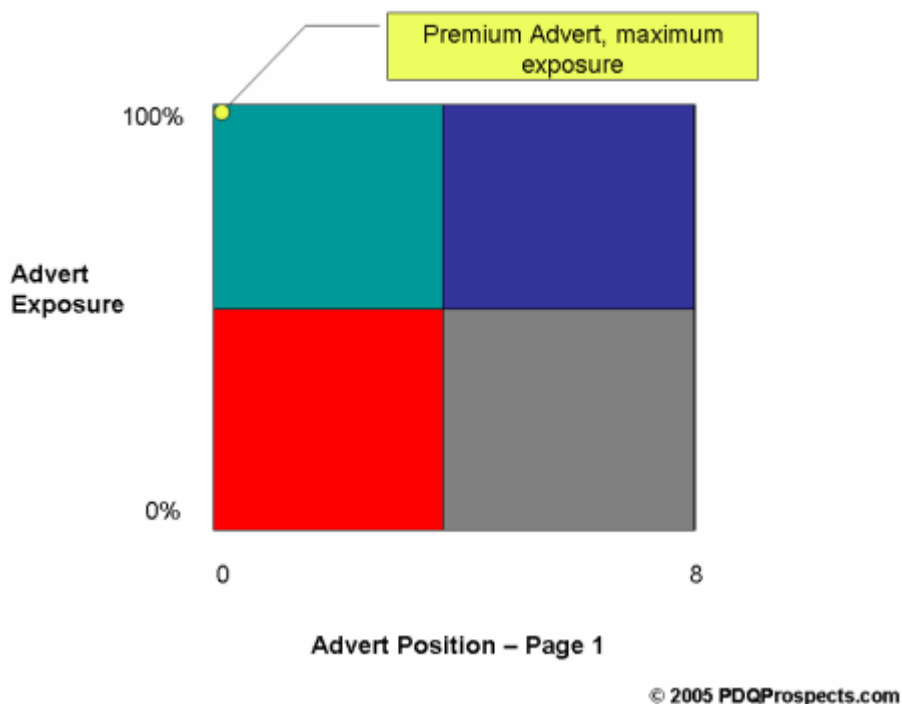
An under-served approach to adwords advertising is shown in the following diagram:



Here we see the CPC is relatively low but the campaign budget allows for high exposure thus giving more impressions and likely more sales (dependent on your skills at conversion).

#### Example 4 - Maximised (Where the big boys live)

An under-served approach to Adwords advertising is shown in the following diagram:



Here we see the CPC is "high" (their CTR will also be high thus offsetting costs) and the campaign budget allows for high exposure thus giving more impressions and likely more sales (dependent on your skills at conversion).

This is the ultimate aim of your Adwords campaign - to be able to dominate your market by being able to pay high CPC costs all the time as you are able to make more profits through scaling your budget.

## Summary

- To increase your advert exposure – you must increase your campaign daily budget.
- To increase your advert position, you increase your maximum CPC.

## What is Adsense?

I couldn't leave this document without talking a little bit about this powerful addition to your marketing plans – no matter what your site strategy (provided you are not up to some nefarious activities!), you should be able to integrate Adsense.

This is a passive way of earning money from visitors to your site – remember, the majority of visitors will leave your site without becoming subscribers or customers, probably never to return again. Therefore you need to mitigate any losses through this type of “[exit traffic strategy](#)”.

Adsense is best illustrated through example – the best way to see it in action is to have a look at the following page one of my websites: Just click on the following link for an example

[Click Here For An Example of Adsense in Action](#)

Note how the adverts are interwoven with the content of the site. Adverts are displayed within the context of the content & this kind of integration will yield you the best results. You have to remember, unless the goal of your site is one monetized purely by Adsense ([or similar](#)) earnings – if that is your endgame, you need to know about [virtual real estate empires](#).

I don't claim to be an expert in the Adsense arena (it is the flip-side of the coin Adwords is on) but I do know of two experts that can help you in your Adsense efforts:

- [JoelComm](#) – of Adsense Secrets fame
- [Liz Tomey](#) – aka the AdsenseGirl

One tool I have used and know you will find indispensable is:

[Adsense Tracker](#)

## Wrapping up

I hope you have found the information in this eBook to be of use to you. I have included some further resource links below I know will help you with your own online business.

I am also working on a new Adwords course scheduled for release soon, to register your interest to obtain a copy, please

[Send a blank email by clicking here.](#)

To your success,

Tom O'Brien

[PDQProspects.com](http://PDQProspects.com)

[SelfHelpTips.com](http://SelfHelpTips.com)

## Questions?

If you have any specific questions, you can submit them by sending an email to the following address:

[Send your email by clicking here](#)

I cannot promise you will get a direct response due to time constraints but I will answer as many as possible and include the answers in the upcoming Adwords course.

# Marketing Experts

One thing for sure, to get ahead in business you need good advice, sound tactics and strategies and the ability to take action. In my online journey to date I have come across several experts (“GURU” has become a four letter word – what do I mean become, it always has been!!!) whom I believe you should take heed of to further your own results.

There are more besides these experts whom I would also recommend but one of the things I know you must protect yourself from is information overload (yours truly is no exception), hence the list is an abridged one. If I get a clamour from you asking for more then I will of course add more in due course ;-)

## Online Marketing Experts

- ★ [John Delavera](#)
- ★ [Jason Lewis](#)
- ★ [John Reese](#)
- ★ [Paul Myers](#)
- ★ [Mark Joyner](#)
- ★ [Michel Fortin](#)
- ★ [Alexandria Brown](#)
- ★ [Click Here To Find More Online Marketing Experts](#)

## Offline Marketing Experts

- ★ [Jay Abraham](#)
- ★ [Chet Holmes](#)
- ★ [Michael Gerber](#)
- ★ [Click Here To Find More Offline Marketing Experts](#)

# Resources

Rather than overload you with a vast array of resources, I have provided two resources in each of the following categories that will no doubt help in your overall Internet Marketing efforts.

## Adwords

★ [Adwords Resource 1 - Click Here](#)

★ [Adwords Resource 2 - Click Here](#)

## Adsense

★ [Adsense Resource 1 - Click Here](#)

★ [Adsense Resource 2 - Click Here](#)

## Affiliate Marketing

★ [Affiliate Marketing Resource 1 - Click Here](#)

★ [Affiliate Marketing Resource 2 - Click Here](#)

## Traffic Generation

★ [Traffic Generation Resource 1 - Click Here](#)

★ [Traffic Generation Resource 2 - Click Here](#)

## Autoresponder

★ [Autoresponder Resource 1 - Click Here](#)

★ [Autoresponder Resource 2 - Click Here](#)

**More on next page, please scroll down...**



## List Building

★ [List Building Resource 1 - Click Here](#)

★ [List Building Resource 2 - Click Here](#)

## Ezines

★ [Ezines Resource 1 - Click Here](#)

★ [Ezines Resource 2 - Click Here](#)

## Web Host

★ [Web Host Resource 1 - Click Here](#)

★ [Web Host Resource 2 - Click Here](#)

## Split Testing

★ [Split Testing Resource 1 - Click Here](#)

★ [Split Testing Resource 2 - Click Here](#)

## Glossary

Term	Description
Adgroup	A grouping of keywords that allows specific targeted adverts to be used. <a href="#">Split testing</a> of adverts is catered for at this level and should ALWAYS be employed.
Campaign	Highest level categorization structure in your account – you can have up to 25 adgroups in any campaign. Campaigns allow you to target different content distribution types (eg Search only, Google Partners or the Adsense network) and also different geographic
CPC	Cost Per Click
CTR	Click Through Rate