



Google™ Adwords Negotiations

What Every PPC Bidder Needs to Know

By Neil Morrical

Terms and Conditions:

Cannot sell this product for less than \$21

[NO] Can be packaged

[Yes] Can be offered as a bonus (As long as the original product is \$21 or more.)

[NO] Can be sold on Ebay or Other Auctions

[Yes] Can sell Standard Resale Rights

[NO] Can sell Master Resale Rights

[NO] Can sell Private Label Rights

[NO] Can be used as web content or articles

[Yes] Can be edited

[NO] Can be given away

You cannot sell PLR Licenses with this purchase. The contact information for all 50 Private Label Rights Licenses has been recorded and saved.

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1.0 Introduction

Many affiliate marketers attempt to use Google Adwords in the beginning for one main reason. It looks quick and simple. Well, before you go out and blow a week's earnings in pay-per-click ads, you may wish to sharpen your skills a bit. Not to scare you, but there is much more to the Adwords service than meets the eye. In the next few sections you will not only learn the basics behind creating successful PPC (pay-per-click) ads, but you will also learn powerful Ad Writing tips, Keyword Research, and the secret to bidding low on high ticket keywords. This report has been written to be as informative as possible without being an unnecessarily long read, for the busy marketer.

2.0 Adwords Basics

For those of you who have already had some experience with Adwords, feel free to skip this section. It is my intent to get everyone on the same page before digging any deeper into the Adwords strategy.

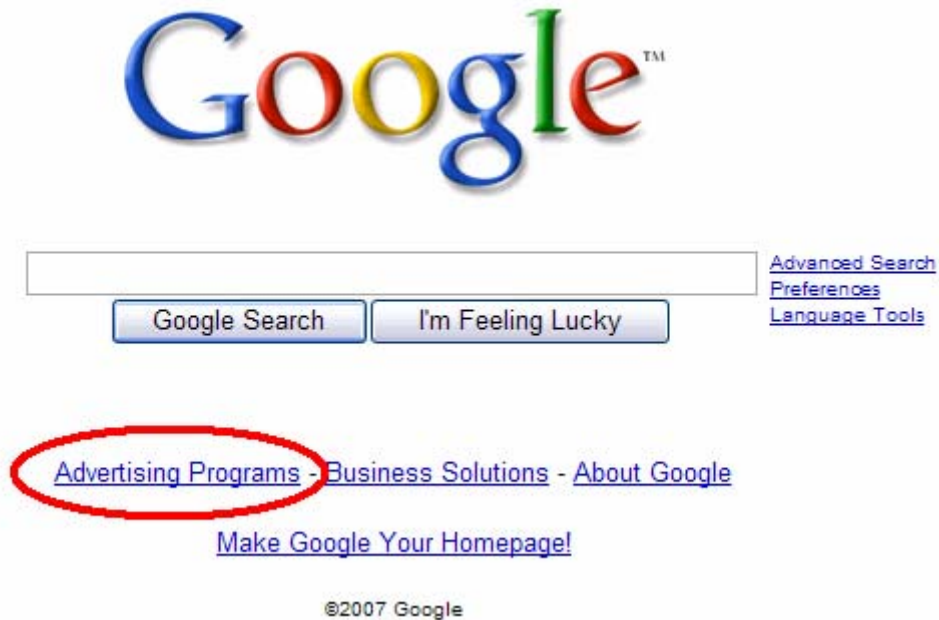
Adwords was created by Google in order to offer an advertising tool to anyone that could pull in targeted traffic regardless of their website's position in the rankings. If you were to perform a search on Google for "affiliate marketing" you would not only get the organic results, but you will also see the Sponsored Results on the top and on the right-hand side. These results are being displayed according to many factors, but mainly their Pay-Per-Click bids. Generally, the ads are displayed according to position by the highest bidder. For instance, the ad on the top right may be bidding \$1.50 PPC (pay-per-click) and the next ad below may be bidding \$1.45, and so on.

Later in this report I will show you how you can get your ad positioned higher than those bidding more PPC than you are. Google is all about Relevancy. Pure and simple. They want to provide all of the users of Google with the most relevant and targeted results in order to continue to grow and develop their reputation. Throughout this report I will show you how to create Adwords Campaigns that will not only get higher posting positions, but will also save you money in PPC fees.

2.1 Set Up an Adwords Account

Getting started in internet marketing can be quicker than you think. The trouble comes when an amateur develops an Ad Campaign that is not successful and loses enough money to sour their opinion towards internet marketing. I'm going to walk you through the process of setting up a successful Adwords Campaign, but before you go out there and bid on some keywords, read through the rest of this report and learn the tips and strategies I use in order to get the most bang for my buck.

To get started visit www.google.com and click on "Advertising Programs", then follow the first sign up link to enter Adwords.



You do not have to spend anything in order to follow this tutorial, so if you want to set up a test Ad Campaign as I walk you through this, feel free to do so.

2.2 Create an Ad Campaign

Before you go any further, let's get to understand a few terms. Google categorizes Ad Campaigns and Ad Groups within each other. This allows you to set up various ads under the same Ad Campaign in order to permit you to see for yourself which ad is the most successful. Later in the Ad Writing section I will explain some strategies you can implement to make the best use of this feature.

Ad Campaign: An ad campaign contains ad groups; there may be one or more of these ad groups in a particular Ad Campaign. All of the ad groups within an ad campaign have the same daily budget, language and location settings, and adhere to the same active dates set by either pausing or resuming the Campaign. This allows you to turn groups of ads on or off depending on how your monetary situation is progressing.

Ad Group: An ad group contains multiple ads, all targeting the same set of keywords. This allows you to create multiple ads that can each have relevancy for certain keywords. Google not only ranks Adwords ads by how much they bid, but also how relevant the ad itself is toward a particular set of search results.

Setting Your Language and Location Requirements

I would suggest setting the language to English (in most cases) and the locations to countries and territories to include the United States (by default) and the United Kingdom.

Create a campaign and an ad group

Name your campaign: [Example](#)

A campaign is the top level of account organization for all your ads. [?](#)

Name your new ad group: [Example](#)

Ad groups are subsets of campaigns. They match your ads with selected keywords. This name is for your use; it won't be seen by customers. [?](#)

Your Account	
Campaign	
Ad Group	Ad Group
Ad(s)	Ad(s)
Keywords	Keywords

Target customers by language

What language(s) do your customers speak?

Hold down the *control* or *command* key to select multiple languages.

A dropdown menu for selecting languages. The 'English' option is selected and highlighted with a red circle. Other visible options include Chinese (simplified), Chinese (traditional), Danish, Dutch, Finnish, French, and German.

Target customers by location

How large is the area where you'd like your ad to appear? Choose one:

- ☒ **Countries and territories** - Your ads will appear for searches made anywhere in the locations you select.
- ☐ **Regions and cities** - Your ads will appear for searches made in the regions and cities you choose. (Not available for all locations or ad formats.)
- ☐ **Customized** - Your ads will appear for searches made within a specific distance from your business or other location you choose. (Not available for all ad formats.)

[How will my location choices affect my ad performance?](#)

2.3 Create an Ad Group

Each ad group can contain multiple ads; however, all of the ads for a particular Ad Group will target the same set of keywords. Your goal should be to include the keywords you are targeting in various ads, in order to increase the relevancy of those ads for the keyword in question. This will help save you money in PPC because a relevant ad can out-rank an ad that has a higher PPC bid.

I'm not telling you to only use one keyword per ad, but I do suggest that you should not place hundreds of keywords for targeting by one ad. The Adwords ad that you create cannot show high relevancy towards all of those keywords at the same time.

At this time, you will have to name your Campaign and Ad Group... Remember that your Ad Group is either a single ad or a group of ads targeting the same keyword list, and the Campaign is an overall group of Ads.



For this particular Ad Group, I am targeting keywords related to Myspace, so I named it accordingly. I personally name my campaigns based upon the product I am promoting at the time.

2.4 Create an Ad

Create Text Ad

Example:

[FriendsWin Pays Friends](#)
Like YouTube and MSpace Combined
Social Network Pays for Friends
www.friendswin.com

Headline:	<input type="text" value="FriendsWin Pays Friends"/>	Max 25 characters
Description line 1:	<input type="text" value="Like YouTube and MSpace Combined"/>	Max 35 characters
Description line 2:	<input type="text" value="Social Network Pays for Friends"/>	Max 35 characters
Display URL:	<input type="text" value="http://www.friendswin.com"/>	Max 35 characters
Destination URL:	<input type="text" value="http://www.friendswin.com/imr_recruit.php?campaign=11665"/>	Max 1024 characters
<input type="button" value="Save Ad"/> <input type="button" value="Cancel"/>		

As you can see above, the fields I have filled in likewise contribute to the actual ad as it will appear in the "Sponsored Results" in a Google search. Another detail you may notice is the fact that the URL displayed and the Destination URL do not necessarily have to be the same. Something to take note of here is the fact that

Google does not appreciate having affiliate links in the destination URL box. Google knows what you are doing; you're promoting a particular product for sales. The main detail Google does not like is the fact that the destination URL and Display URL are not the same in this case because the destination URL is an affiliate link. Placing affiliate links into Adwords directly will cost you considerably more.

The Penalty: Since the URL boxes do not match and the link is an affiliate link, your ad will be rated as having lower relevancy toward the keywords listed and your ad will rank lower than others. Remember that in order to save money on Adwords Campaigns, your Ads have to be relevant.

2.5 Select Your Keywords

Remember, your ad will not only be positioned by the amount you bid, but also by the ad's relevancy. Just in case you are thinking that you can bid as low as you wish and still get clicks; I have a rude awakening for you. Your ads may never see any exposure if you bid too low... that is if there are other ads already in circulation. If you are bidding on a topic that does not have any Sponsored results, then you may get away with bidding as low as you wish. Just remember that this is not always the case; Google can easily say that your ad has too low of quality and not give your ad any impressions.

Impressions: Postings of your ad in the Sponsored Results section of search results to actual searches.

Important: Always attempt to include keywords in your ads in order to increase the relevancy of your ad as a whole.

Once you have selected your keywords, you will have to add them to your Ad Group. Below, you will find an example of the keyword table I used for the Ad Experiment you will read more about later. As you enter keywords, remember the keyword designators. For example:

myspace	Broad Match (All occurrences of this keyword.)
"myspace"	Phrase Match (This is for particular phrases.)
[myspace]	Exact Match
-myspace	Negative Match (This means do not include searches for these keywords. For example, if you did not want the word "free" to be included in any searches for your ad, then you would add -free to your ad's keywords.)

You can create additional ads for this ad group, if you choose.

+ [Create new ad](#)

Choose keywords

Who will see your ad?

When people search Google for the keywords you choose here, your ad can show. Keywords must be relevant to your product or service. (Don't enter 'real estate' when you're selling cars.) Enter 20 or fewer keywords for best results. [Example 1](#)

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

Sample keywords based on a search
If they describe your product or service, they can be good keywords. (See [disclaimer](#).)

Click categories to view keywords:

▼ [Category: hi5](#)

« [Add all in this category](#)

« [Add](#) hi5

« [Add](#) hi5 background

« [Add](#) hi5 website

« [Add](#) hi5 layouts

« [Add](#) hi5 com

2.6 Conversions and Impressions

When it all comes down to it, how are you going to come out ahead? Your ultimate goal is to develop a campaign that produces a profit. Consider this; you have developed an Adwords campaign that is getting 1% conversions. That means that out of 100 people that click on your PPC ad, you manage to get 1 sale. If your PPC ad is set to \$1 per click, then it is costing you \$100 a sale, so your commission better be more than \$100!

$$\frac{\text{Number of Visitors}}{\text{Number of Sales}} = \text{Conversion Rate}$$


Here's a little trick. If you are about to attempt to sell a product through Adwords, pay attention to ads that remain in the Sponsored Results for days on end. Obviously these people would not keep an Ad Campaign running if it was not profitable. Additionally, follow the ad's link and see how they are marketing the product. Are they using a landing page? Are they offering a bonus or are they simply leaching off of that product's popularity in order to make a sales pitch for a completely different product?

I hate to admit it, but once you find a successful business model, you may wish to copy what works. This is how most people start out. If you do not have loads of capital, then every dollar you spend is much more of a loss or gain in the

beginning. This is why so many people fail in the beginning... They think that they have a hold on a new concept and they dump all of their capital into it and get poor results.

Play it safe in the beginning and set your PPC low to see what is the most cost effective bid you can make. Don't shoot too high on your bids, because Google will ensure that your daily spending amount is consumed on a daily basis. That being said, set your bid amount and save your campaign. Remember to monitor this periodically, not only on the Adwords side, but on your sales end as well. Do calculations on your conversions and find out exactly how much it is costing you to make a sale. Are you in the Positive or the Negative?

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

You influence your ad's position by setting its maximum cost per click (CPC) . The max CPC is the highest price you're willing to pay each time a user clicks on your ad. Your max CPC can be changed as often as you like.

Default CPC bid: \$ (Minimum: \$0.01)

Remember: Your ad may not get any impressions if you set the PPC too low. Sometimes you may get a message like, "Increase quality or bid to \$5 to activate." This is for my situation, which I overcame and will explain later in this report, but remember that your bid, if set too low, may not get you any impressions or clicks for your Ad Campaign.

3.0 Ad Writing

Relevancy is very important when creating your Ad. It is what will determine how much you have to bid, and ultimately how successful your ad campaign will be. In order to keep your Ad highly targeted, try not to give it too many keywords, this way your ad can contain the keywords you are targeting and; therefore, be recognized as highly relevant by Google. If you wish to use a large list of keywords, then an effective technique is to use 10 to 20 keywords for each ad. Then have an Ad that is highly relevant for each of those keywords.

3.1 Keywords in Your Ads

Look at the Sponsored Results below. These are results for a search for “friendswin”. If you have noticed, the ads containing the keyword “friendswin” have that keyword in bold in their ad. Not only that, but the 3rd ad down is most likely paying less PPC than the ad right below it. I know you’re thinking, “That shouldn’t happen, right?” Well, relevancy is just as important as the PPC. Now if you bid high enough, you can get a highly irrelevant ad ranked at the top, but the point of this report is too **SAVE MONEY** on an Adwords Campaign.

Results 1 - 10 of about 104,000 for FriendsWin. (0.22 seconds)

Sponsored Links	Sponsored Links
	Pre-Launching...Its Here BHIP-Position ASAP In The Power Leg Biggest Opportunity In The Industry www.pre-launching.com
	FriendsWin.com #1Team Get our huge spillover plus a free copy of our website to promote. www.FriendsWinBuilder.com
	Friendswin Friendswin For You ? Must Read Before Joining Friendswin www.OnlineCashSources.com
	Forget Tiny MLM Checks \$250K Potential No Selling No Calls Turn Key Fully Automated System www.YourMillionDollarGamePlan.com
	Get Paid to Socialize Massive Spillover from Above

3.2 Multiple Ad Groups

The way to make sure that you have an ad for each group of 10-20 keywords is to have multiple Ad Groups, which each contain the Ads for those keywords. This way your ads can be highly relevant for each of those groups of keywords and you can target a large array of keywords at the same time. This may seem like a lot of effort, but it is how successful Adwords campaigns are built. Focused keyword lists save you money, because with them you can target less popular key phrases as well as your number one picks. Sometimes you can develop a campaign that only targets the affordable keywords and phrases and get a considerable amount of conversions.

3.3 By the Lines

Each line of your ad campaign must contain some form of relevancy for your target. This may sound challenging, but below I have added some guidelines to follow when creating your Ad Campaigns. Each line below is followed by a description of what should be placed within its field.

Headline:

Your headline should contain the biggest benefit of the product or service you are promoting. For example, within my headline I have declared that FriendsWin pays its members. This is the biggest benefit of being a member of FriendsWin.

Biggest Benefit: "FriendsWin Pays Friends"

Details:

Here you should either mention another major benefit, or you can be more specific about the details of the product. Within the details of your ad, you may also wish to include some eliminating details. These could consist of comments like "Credit Repair Manual Ebook". By stating that the product is an ebook, you have narrowed the target market and saved yourself some money by not targeting people looking for a video ect.

Whenever you can eliminate some of the people who may think your product is something else, do so; as long as it promotes a higher level of conversions. Other pieces of information such as experience required, or other limiting factors can also help you to target your ad towards those who are more willing to make a purchase.

Display URL:

As I mentioned before, the destination URL and the Display URL do not have to be the same thing. Just keep in mind that Google does not look favorably on

affiliate links. If you are promoting a product for sales, then send your prospects to a landing page, where you can inform them about the product's benefits. There's only so much you can say in the 95 characters that you are allotted, so send them somewhere you can convert them into customers.

You do not necessarily have to put the exact same URL as the destination, but try to put the URL to the homepage of the site into the Display URL field.

Destination URL:

Remember, unless you are using some really cool link cloaking software like Power Link Generator; try not to put affiliate links into the Destination URL. Either cloak it, or use a landing page. It has been proven through statistics and testing that a landing page that presents a review of the product in the third person (not directly promoting, more of a review of the product than a hard sale) results in much higher conversions.

Create Text Ad

Example:

[FriendsWin Pays Friends](#)
Like YouTube and MSspace Combined
Social Network Pays for Friends
www.friendswin.com

Headline:	<input type="text" value="FriendsWin Pays Friends"/>	Max 25 characters
Description line 1:	<input type="text" value="Like YouTube and MSspace Combined"/>	Max 35 characters
Description line 2:	<input type="text" value="Social Network Pays for Friends"/>	Max 35 characters
Display URL: ?	<input type="text" value="http://www.friendswin.com"/>	Max 35 characters
Destination URL: ?	<input type="text" value="http://www.friendswin.com/imr_recruit.php?campaign=11665"/>	Max 1024 characters
<input type="button" value="Save Ad"/> <input type="button" value="Cancel"/>		

4.0 Keyword Research

Your ad will be designed in accordance with the keywords you have selected, not vise-versa. Once you have determined which keywords you are going to target, then you will enter the text for your ad; including keywords from your keyword list. There are loads of keywords tricks out there from misspelled keywords to related keywords. I will not get too deep into these as the tools I mention examine them much more in depth. The main point here is to give you a place to get started in your research.

When adding keywords to your list and refining your Ad Campaigns, do not forget that you can eliminate certain keywords from the results with the Negative Match option.

Popularity Vs. Price

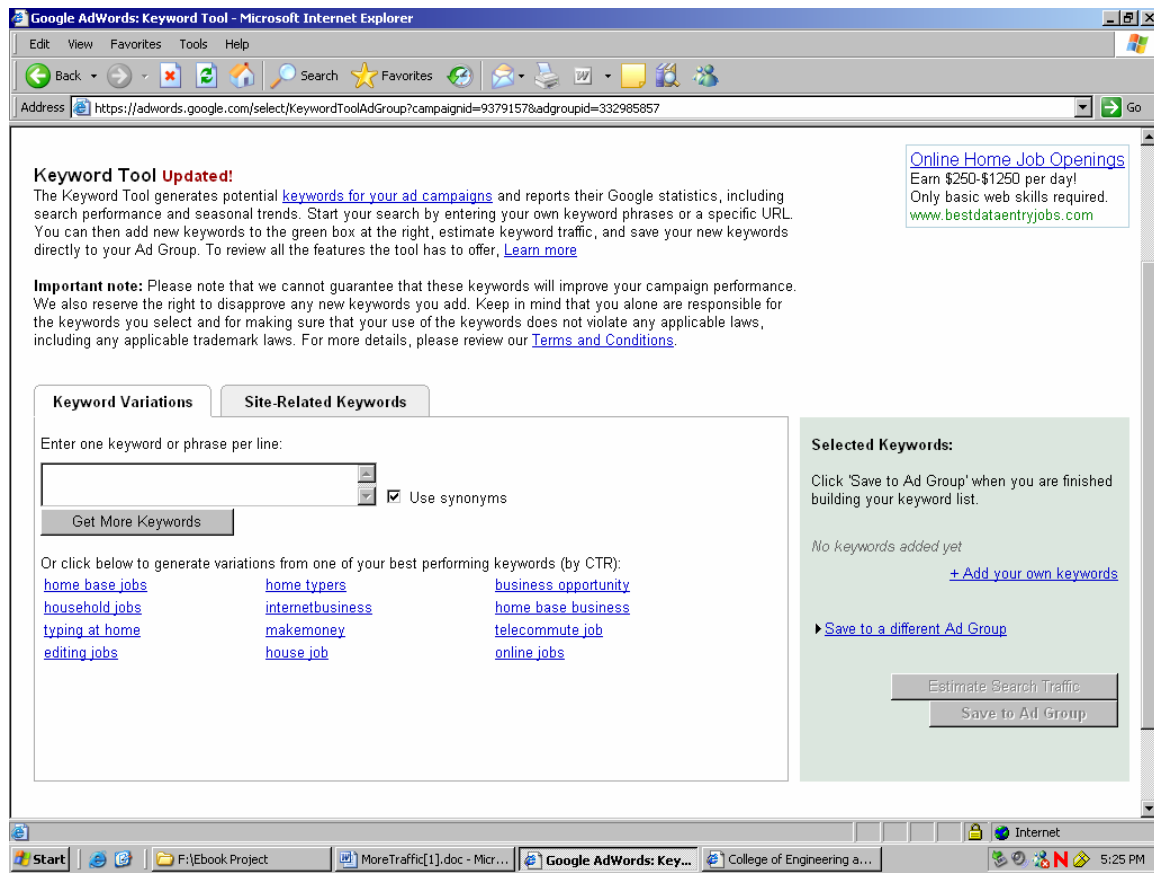
Typically, the more popular a topic is, the more prospects there are for the market. You'd be surprised, but some keywords, just do not have the traffic you are looking for. Take the keyword "clickbank", you would think that if you had a website ranking on the first page of results in Google for "clickbank" that you would get a load of traffic everyday. Fact of the matter is that you will really only receive about 30 to 40 visitors a day. Everyone looking for clickbank, goes straight to clickbank.

Now, on the other hand, some products are extremely popular and have many affiliate marketers competing for commissions. Google Payload is very popular right now. On the other hand, due to its popularity, it will cost you some coin in order to get a PPC ad ranked high for that particular product. There's a nice balance between popularity due to competition and the cost per click for a keyword.

Competition can be good. I know this doesn't sound good in the beginning, but you can tell whether or not a particular market is worth the effort by seeing what other people are bidding in order to make sales. The only people that stick around are the ones who are banking from their efforts and those who are reckless. Be careful to tell the difference.

4.1 Google Adwords' Keyword Suggestions

A very useful and **free** tool is Google Adwords' Keyword Suggestions. When visiting Google's main page, click on Advertising Programs> Adwords and if you already have a Google account, which is free as well, you can select: Create a new campaign> keyword-targeted Then, create an ad, target your prospects, finally you will be at the Keyword Tool shown below.



Each keyword you research in Google's Keyword Tool will return relevant keywords for that topic. Additionally, if you will look below, you can see the overall search volume for that particular keyword or phrase.

Keyword Variations

Site-Related Keywords

Enter one keyword or phrase per line:

myspace

☒ Use synonyms

Get Keyword Ideas

[Filter my results](#)
[Show list of my top performing keywords](#)

Choose columns to display:

Show/hide columns

More specific keywords - sorted by relevance

Keywords	Advertiser Competition	October Search Volume	Avg Search Volume	Match Type:
myspaces	<div></div>	<div></div>	<div></div>	Broad <div></div>
myspaces com	<div></div>	<div></div>	<div></div>	Add <div></div>
myspaces layouts	<div></div>	No data	<div></div>	Add <div></div>
myspaces codes	<div></div>	No data	<div></div>	Add <div></div>
www myspaces	<div></div>	No data	<div></div>	Add <div></div>
view private myspaces	<div></div>	No data	<div></div>	Add <div></div>
www myspaces com	<div></div>	<div></div>	<div></div>	Add <div></div>
celebrity myspaces	<div></div>	<div></div>	<div></div>	Add <div></div>

Remember: If a certain keyword is essential to your business and you can use it to the point of being intimidating to your competitors, then Use It! Don't waste your time targeting a keyword that is too generic and competitive due to being used by everyone else in your market. (This can be determined by WordTracker.com)

Tip: Two-three keyword phrases have the best results. Below are the percentages of the number of words used in a search and how often they occur.

2 Words	33.1%
3 Words	25.9%
1 Word	19.8%
4 Words	12.8%
5 Words	5.8%
6 Words	2.6%

4.2 Wordtracker

A tool that you absolutely can not be without is [WordTracker](http://WordTracker.com). Although it has a fee, a free trial is available, and WordTracker.com utilizes over 350 million keywords from multiple search engines. This tool allows you to build up a list of keywords and phrases including the misspellings, then it indicates the popularity of and the predicted volume of traffic the keyword will generate.

Since the first trial is free and after that you must pay in order to use the tool, take the tour of the program first. This is a must have tool. Luckily you can subscribe for a week, a month, or even a year. This way you only have to pay for usage when it is necessary. You just enter a phrase or keyword, and it returns highly researched and related keywords and phrases, then you can place selected keywords or phrases into your cart and determine: How many other websites are competing for these keywords or phrases? This tool definitely removes the guesswork from selecting keywords and phrases. WordTracker.com is the #1 keyword resource on the web.



WordTracker will not only allow you to see how many searches are performed per day for a particular keyword, but also how many other sites are competing for that keyword. This pretty much can indicate whether or not a certain PPC

campaign is worth the effort, before you even begin writing an ad. Generally, you are spying on your competition to see what works and what doesn't.

5.0 Adwords Negotiations

“Never accept the first offer.” I’m sure you have heard this at one time or another, but the same holds true when it comes to bidding on PPC ads. The best way to grasp this is to follow me through my experiment. In all actuality I was simply attempting to promote a social network, when I noticed that my efforts were bargaining for a better price. The next few sections include my findings and research, plus a way to directly profit from PPC campaigns at the end.

5.1 Initial bidding

To begin with, I was introduced to an outstanding affiliate program that doesn’t just pay out once, but is also linked to monthly fees incurred by the service. [FriendsWin](#) is like myspace; with a twist... They share their advertising profits. Additionally, I learned that I could get people to sign up for free and then make commissions on their monthly \$9.97 fees.

This particular service has been available for a few months and there are quite a few people promoting it already. What I wanted to do is grab prospects immediately and not have to wait for organic search engine traffic, so I turned to Adwords. The closest service that I could think of that was similar to this one was myspace. Therefore, I did a search for myspace and I noticed something odd... There were no Sponsored Results! In the back of my mind I thought, “What if I could just bid \$0.01 PPC? There’s no competition so it’s gotta work, Right?”

5.2 The Big Three

Do you remember earlier when I mentioned that the most important thing to Google is relevancy? Some other issues you need to pay attention to are Ad Attraction, and Landing Pages. Google also doesn’t appreciate the use of affiliate links being directly placed into an Adwords Ad.

Keyword Relevancy

When you are writing your ad, it is very important to include the keywords that you are targeting. My particular ad was targeted solely on the keyword myspace. Unfortunately, myspace is a trademarked keyword and you cannot use it in an Adwords ad. I opted to use mspace.

Ad Attraction

In section 3.3, I stated that you must include your product or service’s biggest benefit in the headline; likewise, I used, “FriendsWin Pays Friends.” This is just

an example of how your biggest benefit must be used to catch the eye of possible prospects.

Landing Pages

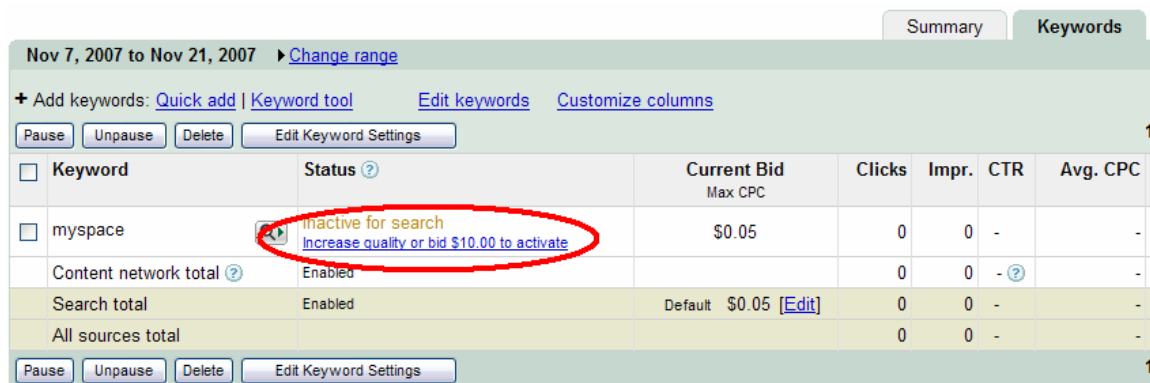
Later, I will explain how I used a landing page in order to increase the effectiveness of my ad campaign. Most importantly, if you want to get the highest conversions out of an ad campaign, then you must use a landing page. An ad is very small and you are only allotted a limited amount of characters to promote traffic. This is why you must send the traffic directed by a PPC campaign to a landing page where you can get your message across and convert your prospect into a customer.

5.3 The Experiment

Now let's get down to business. Just to prove the points made the prior sections I will start off small and then I will lead into how I managed to get Google Adwords to give a lower price on my PPC campaign.

First off, I created an ad using the ad writing rules I provided earlier, but I used an affiliate link as my destination URL in the Ad. To get things started, I set the bid very low, just to see how much their counter-offer would be. I figured that since there were no Sponsored listings for the keyword "myspace," it had to be at least somewhat costly. As you can see below, due to my ad's low quality (since it had an affiliate link as the destination URL and the only keyword I was bidding on was not in the Ad because it is a trademark) Google Adwords wanted me to bid a little higher than what I was prepared to offer.

The Initial Bid



Nov 7, 2007 to Nov 21, 2007 Change range		Summary	Keywords
+ Add keywords: Quick add Keyword tool Edit keywords Customize columns <input type="button" value="Pause"/> <input type="button" value="Unpause"/> <input type="button" value="Delete"/> <input type="button" value="Edit Keyword Settings"/>			
<input type="checkbox"/> Keyword	Status ?	Current Bid Max CPC	Clicks Impr. CTR Avg. CPC
<input type="checkbox"/> myspace	inactive for search Increase quality or bid \$10.00 to activate	\$0.05	0 0 - -
Content network total ?	Enabled		0 0 - ?
Search total	Enabled	Default \$0.05 [Edit]	0 0 - -
All sources total			0 0 - -
<input type="button" value="Pause"/> <input type="button" value="Unpause"/> <input type="button" value="Delete"/> <input type="button" value="Edit Keyword Settings"/>			

Where You Send The Traffic

The destination URL is very important to Google as they do not want to have people placing ads that send Google users to completely unrelated content.

However; if you bid high enough or know how to manipulate a landing page you can grab traffic from nearly anywhere and send it to wherever you wish.

Create Text Ad

Example:

[FriendsWin Pays Friends](#)
Like YouTube and MSspace Combined
Social Network Pays for Friends
www.friendswin.com

Headline:	<input type="text" value="FriendsWin Pays Friends"/>	Max 25 characters
Description line 1:	<input type="text" value="Like YouTube and MSspace Combined"/>	Max 35 characters
Description line 2:	<input type="text" value="Social Network Pays for Friends"/>	Max 35 characters
Display URL: ?	<input type="text" value="http:// www.friendswin.com"/>	Max 35 characters
Destination URL: ?	<input type="text" value="http:// [v] www.friendswin.com/imr_recruit.php?campaign=11665"/>	Max 1024 characters
<input type="button" value="Save Ad"/> <input type="button" value="Cancel"/>		

Since I wasn't quite in the mood to pay \$10.00 a click, I figured somethings have to change. Below, you can see that instead of sending traffic directly to my affiliate link, I chose to use a landing page.

Create Text Ad

Example:

[FriendsWin Pays Friends](#)
Like YouTube and MSspace Combined
Social Network Pays for Friends
www.proeaffiliate.com

Headline:	<input type="text" value="FriendsWin Pays Friends"/>	Max 25 characters
Description line 1:	<input type="text" value="Like YouTube and MSspace Combined"/>	Max 35 characters
Description line 2:	<input type="text" value="Social Network Pays for Friends"/>	Max 35 characters
Display URL: ?	<input type="text" value="http:// www.proeaffiliate.com"/>	Max 35 characters
Destination URL: ?	<input type="text" value="http:// [v] www.proeaffiliate.com/MySpace.html"/>	Max 1024 characters

Landing Pages

Additionally, in order to save as much as I could and make my PPC as relevant to myspace as possible, I built a landing page with meta-keywords consisting of "myspace, social networking, ect." Since I made the landing page very relevant to myspace, when the Adwords Spider visited my landing page, it came to the conclusion that the page was relevant for "myspace." Every time you create an

Adwords Campaign, the Adwords' Spider will go out and investigate the relevancy of the destination URL webpage.

The landing page I used for this campaign can be viewed at <http://www.proeaffiliate.com/MySpace.html> Something you will notice about this landing page is the fact that not only did I name it MySpace, but the keywords for the page are all myspace related. (You can view the meta-keywords through View>Source in your web browser.)



Even though the Ad Group MySpace3 only received 38 clicks on this campaign, (As you can see below.) the landing page managed to get 11 visitors to the sign up page for FriendsWin. Out of those 11, 4 signed up to the service. That's a 10.5% conversion rate! Now, my landing page did most of the work in converting those who actually clicked on the Adwords ad, but the only source of traffic during this test period was Adwords.

This is why you must use landing pages to increase your conversion rates. An ad that simply lead to the sign-up page would not explain very much about the service other than how to sign up. Prospects usually click back within seconds of being directly exposed to a sign-up page. Think about it. Even if the product or service is free, when you are sent directly to a sign-up page... You cringe. This is

basically the result of receiving thousands upon thousands of SPAM emails in the past.

<div> Edit Bids Rename Pause Resume Delete Customize columns </div> <div>Show all ad groups</div>									
<input type="checkbox"/>	Ad Group Name	Status	Default Bid Max CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos
<input type="checkbox"/>	MySpace3	Active	\$0.40	38	54,224	0.07%	\$0.38	\$14.57	1.9
<input type="checkbox"/>	MySpace	Active	\$0.10	0	2,904	0.00%	-	-	1.1
<input type="checkbox"/>	MySpace2	Ad Group Paused	\$0.05	0	0	-	-	-	-
Total - all 3 ad groups		-	-	38	57,128	0.06%	\$0.38	\$14.57	1.9

The Benefits

Something else you may have noticed above is the fact that the ad is Active and I am only bidding \$0.40 per click. This is because the landing page was very relevant for Myspace. I set the PPC bid to \$0.40 because at the time that was the lowest bid that I could make and still keep the Ad Active. Additionally, I placed the same link to the landing page into the original ad and left its PPC bid at \$0.10 per click.

Waiting It Out

In order to test out the waters before drowning, I set the daily spending for the Ad Campaign to \$25 a day. Then I let it run for almost a day and checked the stats. Always monitor the statistics of any live promotion; not only on the promotion end, but also check your sales statistics. This is the only way that you can calculate your conversion rate and see how much a sale is actually costing you.

Something else to know is that if your keyword is not searched for too heavily, you should set your daily spending high enough so prospects can perform a search later and still find your ad. In the case of the "myspace" keyword, that would cost you quite a bit, but most products aren't too bad and you can get away with about \$200 to \$300 a day on your daily budget. (Just make sure that your promotion is profitable.) People usually do not make a purchase on the first visit and this is why your ad needs to remain Active for a while at a time. Additionally, you may wish to place an auto-responder opt-in on the landing page in order to be able to contact your prospects later.

5.4 Renegotiate Your PPC

After I set my bidding price to \$0.40 PPC, I left an additional ad in the same Ad Group set to \$0.10 PPC and as you can see below; the ad did get impressions! This is how I managed to renegotiate the PPC bid yet again after I had already managed to get the cost per click down from \$10.00 per click.

Additionally, sometimes you will not have to pay the full bid per click. Adwords will usually only charge you as much as it takes to win the bid for each impression. In my case, I had no competition so in some cases the cost per click continued to decrease. On the negative side; however, the CTR or click-through-rate of this ad was very poor. If you run an ad with poor CTR long enough, Google will notice and then they will increase your minimum bid requirements.

WARNING:

Too many impressions and too few actual clicks may cause Google to think your ad has low quality.

Edit Bids Rename Pause Resume Delete Customize columns Show all ad groups									
<input type="checkbox"/> Ad Group Name	Status	Default Bid Max CPC	Clicks ▼	Impr.	CTR ?	Avg. CPC	Cost	Avg. Pos	
<input type="checkbox"/> MySpace3	Active	\$0.40	38	54,224	0.07%	\$0.38	\$14.57	1.9	
<input type="checkbox"/> MySpace	Active	\$0.10	0	2,904	0.00%	-	-	1.1	
<input type="checkbox"/> MySpace2	Ad Group Paused	\$0.05	0	0	-	-	-	-	
Total - all 3 ad groups		-	38	57,128	0.06%	\$0.38	\$14.57	1.9	

6.0 Nothing is “Set in Stone”

With each Adwords campaign you create, remember the experiment in this report. In order to create successful PPC campaigns you should stick to the guidelines of this report. Just think about the amount of money I saved on this campaign... I started out at \$10 per click, then \$5, then \$0.50, then \$0.40, and eventually managed to get the cost per click down to \$0.05!!

When I say, “Nothing is set in stone.” I mean whatever they tell you is subject to negotiation. Just as with any other business deal, everything is open for negotiation. Stick to this philosophy throughout your marketing efforts and life in general and you’ll be surprised what you can accomplish.

7.0 Bonus Section: PPC Ad Trading

Since this report is about PPC negotiations, I thought it would be appropriate to show you another technique you can use in order to make money from Google Adwords or any PPC campaign for that matter. Negotiations are not only made to dispute pricing, but also trades. By trading I mean clicks for clicks. There are promotional services available that charge not for Pay-Per-Click, but for Pay-Per-Lead.

Every time someone opts into an autoresponder by entering their name and email for a newsletter, free demo, ect. they are generating a lead. A lead is basically a prospect that you have contact information for and leads are worth much more than clicks. This is why there's so much emphasis placed upon building your email list. Your email list is your list of leads and if you treat them right, they can be repeat customers on your promotions and products.

Create Landing Pages to Generate Leads

What I am suggesting is that you join one or two of the major lead generation services available and promote. All you have to do is create a good landing page that is focused on that particular product or service. Make sure that this landing page does not have links that are unrelated to what you are promoting. Additionally, include some form of commenting software on the review page so that visitors can see what other people think. Testimonials are very powerful and just offering a commenting function on the review page can greatly increase your conversions.

Below, you will find the pay per lead programs that I promote and personally recommend.

ROI Rocket



Azoogle

