

8 KEYS TO UNLOCKING THE HIDDEN PROFITS IN YOUR GOOGLE ADWORDS CAMPAIGN

BEST PRACTICES TO GET THE MOST OUT OF THE WORLD'S FASTEST DIRECT RESPONSE MARKETING SYSTEM

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INTRODUCTION

Thanks for taking time to read this special report. In this report, I'm going to go over a few best practices that will hopefully help you get better results from your Google Adwords marketing campaigns.

Google Adwords is without a doubt the fastest way to get targeted, qualified traffic to any website. This is especially useful for new websites which might not have high enough search engine rankings or enough links from other sites to get a sizeable amount of website visitors any other way.

But Google Adwords has a few nuances that give it a pretty decent learning curve. Most small business owners simply don't have time to devote themselves to becoming a Google Adwords expert. However, this handful of tips should help you improve the performance of your Google Adwords campaigns. I've also

included some links to a few resources I found particularly useful for learning how to create a profitable Google Adwords marketing campaign for your business.

1. CONSIDER ONLY USING ADWORDS FOR LEAD GENERATION

One of the best things you can do to get the most from your Adwords campaign is consider using them solely as a way to drive traffic to an email signup form. This is typically referred to as a "squeeze page" and in most cases, only offers the visitor one option – sign up for the special offer/email list or leave the site. This is especially useful if your business sells a high-ticket product or service or if you're in a business where the buying decision occurs over a long period of time.

This should be setup on a separate domain name or website address. That way, the

website visitors really only have one option, rather than having your squeeze page in a subfolder on your main site where they can simply remove the ending part of the web address and get to your homepage.

The reason for creating a setup like this is that, for most businesses, people visiting your main site probably aren't going to buy right then and there. I encourage website owners to have a similar signup form on their main site as well, but even then, people might be distracted or simply not take the time to sign up for your offer. By sending them to a dedicated squeeze page, you can limit the amount of distraction your website visitors have while presenting them with a compelling offer.

The catch is that you'll probably need to offer something of value in exchange for their email address. This can be something as simple as a special report, an audio interview, a video or any other type of digital content. You can also offer a physical "freebie" that's actually mailed out to people. This is similar to what you see with offers like NordicTrack or many of the reverse mortgage companies – they offer free DVDs and other information as way to generate leads and build their lists.

You can do the exact same thing and end up with a large list of interested prospects that you can follow up with via email or other means to educate them about the benefits of your product or service.

2. ADD MORE CONTENT TO YOUR "SQUEEZE PAGE" SITE

One of the problems that sometimes comes up when using the squeeze page model is that there's not enough content on the entire site to make it relevant for a wide range of keyword phrases. For instance, if you have a simple squeeze page with a brief offer, it's hard for that page to be seen as relevant for all sorts of keywords related to your business. More than likely, many of those keywords don't appear anywhere on your site (which probably only consists of a few pages).

So the solution is to simply install a blog in a subfolder on your site. If your main domain is www.mysite.com, you can install a blog at www.mysite.com/blog. That's easy enough to do with most web hosting accounts.

After doing that, you can add additional content related to your market, including keyword phrases that you're trying to use in your Adwords ads. Then, add a link to your blog somewhere on your squeeze page, usually at the bottom of the page.

You can even make this look like normal text if you want, so that people aren't tempted to leave your squeeze page to go read what's on your blog. Or you could use the blog as an opportunity to further educate your website visitors, then including the same call to action of signing up for your email list at the end of each article.

This helps improve the Quality Score of your Adwords ads – a measure of how relevant your site is to a particular search term that you want your ad to show up for. Ideally, you'd be sending your website visitors to a dedicated squeeze page about a particular topic that includes those keywords, but this is a decent alternative.

3. SEND PEOPLE TO THE MOST RELEVANT PAGE ON YOUR SITE

(More than likely, this is NOT your homepage)

Instead of using a lead capture page, you may decide to send people directly to your site. However, if you decide to use this method, be sure to send them to the most targeted page of your site based on the search term that triggers that particular ad. For instance, if you have a site selling chess sets and have an ad with keywords about “*theme chess sets*”, you should setup the ad so that when people click on it, they end up on the top-level page on your site featuring theme chess sets.

The reason for doing this is so that people get the most relevant info or page related to the term they searched for. If someone searching for “*theme chess sets*” lands on the homepage for a chess store, they might be inclined to leave rather than having to hunt around on the site to find what they're really looking for.

So you can see that the goal is to make it as easy as possible for people to buy, including

taking them to the most targeted page on your site. This might mean that you have many ads for very specific terms, like “*roman theme chess sets*”, “*military theme chess sets*”, “*civil war theme chess sets*” and so on.

4. CREATE SEPARATE ADGROUPS BASED ON KEYWORD MATCH TYPE

Adwords offers you four different match types that determine when your ad shows up. Negative match, broad match, phrase match and exact match. I'll assume that you have at least a passing familiarity with the different match types. If not, I highly suggest this resource for learning the ins and outs of Google Adwords. It was one of the main resources I used to get up to speed on their system.

[Learn AdWords Fast](#)

www.maxresponsemedia.com/learnadwordsfast

One thing to keep in mind when creating your Adgroups is that you want to be sure to create separate Adgroups for each of the different match types. You don't want to mix in your broad, phrase and exact match terms into the same Adgroup. Instead, create at least three Adgroups – one Adgroup each for broad, phrase and exact match terms. You can use negative match for the entire campaign to keep your ad from showing when people include terms like “*free*” or other unprofitable terms in their searches.

Creating different Adgroups ensures that the right ad is shown for a particular search query and allows you to easily see which match types are producing the most traffic & conversions.

5. USE GOOGLE ANALYTICS TO SHOW EXACTLY WHAT PEOPLE SEARCHED FOR TO FIND YOUR SITE

Another good idea is to use Google Analytics to track the traffic sources, keywords and conversions as people visit your site. By default, Google Analytics will show you stats on which of your keyword phrases brought you traffic. This is great and it's nice to know which keyword term from your list was responsible for bringing you traffic.

But what if you have a broad or phrase match term? Someone could type in some phrase you didn't even think of, trigger your ad, end up on your site and buy your product or service and you wouldn't even know what they typed in. That's because by default, Google Analytics only shows you which of the terms in your list triggered the ad, NOT what searchers typed in to trigger the ad. But what if we could change that!

This can be an incredibly valuable source of data. First, you can identify the exact terms that lead to conversions...in case the terms people are actually searching for aren't already part of your campaign. You can also see if there are negative match words you should have included. Perhaps you only carry certain models of "widgets" and you forgot to

add a few of them as negative matches. Using this trick you can add those negative matches and keep irrelevant traffic from triggering your ads.

Here's the link that show you how to setup Google Analytics to do this:

[Show Exact Keyword Search Terms in Google Analytics ¹](#)

6. USE PLENTY OF NEGATIVE KEYWORDS TO LIMIT "BAD TRAFFIC"

As mentioned before, you can use negative match as one way to limit when your ad shows. This is one of the best ways to keep unwanted traffic from getting to your site. After all, there's no need in paying for traffic to your site if your site doesn't offer the types of things some people are looking for.

In my experience, you'll want to create a large list of negative keywords and this might even be something that you periodically review in case you missed a few (at least in the beginning of running your campaign).

You can create a list of negative match keywords by using the free [Google Adwords keyword tool ²](#) or by using something like

¹ <http://www.ga-experts.com/blog/category/google-analytics/page/2/>

² <https://adwords.google.com/select/KeywordToolExternal>

[Wordtracker](#)³ which is a paid service for doing keyword research. Simply look for all the variations of keywords for the products/services you offer and look at the additional words used in each of those phrases. These terms, called modifiers, might be good candidates for negative match keywords depending on what your business offers.

For example, when I ran my online store, we offered several types of chess sets. But we didn't offer Star Wars chess sets. During some quick keyword research, I saw that there were lots of searches for that term. But I couldn't find a supplier for that type of chess set, so I added the term "star wars" as a negative match keyword.

You should consider doing the same for your Adwords campaigns if there are a significant number of searches for products and services related to your industry that your particular business doesn't offer.

7. BEWARE OF USING BROAD MATCH TERMS

If there's one thing that people do that shoots them in the foot when it comes to setting up their Adwords accounts, it's using a bunch of broad match keywords. This is bad for a number of reasons.

First, you end up getting lots of unqualified traffic...people searching for anything and everything under the Sun that is remotely related to what you offer. You don't want to pay for that kind of traffic – you want targeted traffic primed and ready to buy whatever it is that you offer.

Also, for some crazy reason, Google has also decided that for broad match terms, they'll not only show your ad when people search using those keywords, but your ad will also show for "related" terms. This is supposed to bring even more traffic to your site, but trust me, YOU want to be the one in charge of deciding which keywords are relevant to your site, NOT Google. Remember whose getting paid when. ☺

Broad match can be good for testing to see which phrases people are searching for or for getting more traffic to your site (though as previously stated, that traffic can be pretty untargeted). You can then use those terms to create phrase and/or exact match terms and add them to your current Adgroups. This can be a great way to find additional keywords you might not have thought of. But eventually, you might want to consider turning off broad match altogether, leaving just the more targeted phrase and exact match Adgroups.

8. CONSIDER USING A HIGH COST-PER-CLICK WITH A LOW DAILY BUDGET AND SPLIT TEST YOUR ADS

³ <http://www.wordtracker.com>

When you first setup your Adwords ads, try setting a high cost-per-click (CPC) and a low daily budget. The reason for doing this is that with a high CPC, you can typically get a higher position (although it's also based on the click-through-rate of the ad).

Your ads are ultimately judged based on the click-through-rate (CTR) of the ads, so starting off establishing a high CTR can lead to lower costs and you'll eventually be able to lower your average CPC while maintaining your high position when people search for your terms. But setting a low daily budget helps manage the amount you spend on ads as you test things at the beginning of your campaign.

As you're rolling out your ads, you should also create multiple ads for each Adgroup and split test various versions to see which ad copy produces the highest CTR or conversions. Ideally you should use 4 versions of your ads, using 2 different headline and 2 different versions of the ad copy.

P.S.

If you found this report useful, then you'll get even more value when we decide to work together on your pay-per-click marketing campaign. By working with me, you'll enjoy the following benefits:

- Professional, hands-off management of your Google Adwords or other PPC marketing efforts – we'll do all the work...
- Daily monitoring of ad performance, split-testing results, impressions, click-through-rates and other relevant metrics to improve the performance of your campaigns...

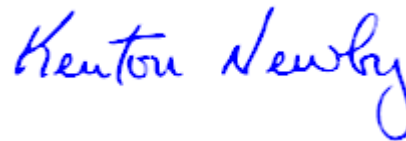
- Constant tracking of clicks to sales down to the keyword level to separate "profit boosting" keywords from "profit sucking" keywords...
- Monthly reports showing the overall performance of your ads and expert recommendations for improvement or changes to boost return-on-investment...

Contact me for a free consultation to discuss.

You can contact me several ways:

- 1 Complete the contact form found on our website at: www.MaxResponseMedia.com and I'll follow-up via email or phone in the next 24-48 hours.
- 2 Email: info@maxresponsemedia.com
- 3 Phone: (888) 889-1538

Thanks again for reading,



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