

PPC Compass
***Giving You Direction In The
World Of PPC Marketing***

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Introduction To PPC Compass

Looking for the fastest method of jump-starting your website, generating massive traffic and finding red-hot leads in your niche market?

Nothing beats the power of a carefully constructed pay per click campaign.

You've seen the countless guides online that claim to hold the secrets of unlimited traffic, but you're still struggling to generate traffic to your website, despite your bold attempts.

Do you want know the #1 reason why so many people continue to struggle when it comes to generating traffic to their websites?

They focus ONLY on free strategies.

Sure, bum marketing such as article marketing can generate exposure for your online business but there's one big problem with these free traffic strategies: They are incredibly time consuming!

How can you compete in your industry if you are always last in line when claiming your share of traffic?

If you focus only on free traffic techniques, you'll always struggle, and worse, by the time your target audience has seen your offer, it's likely that your competition has been able to connect with these same people long before you do making it even harder to convert visitors into buyers.

So, why haven't you been implementing pay per click marketing into your traffic

generation campaign?

Odds are, you find it far too confusing and complicated, or you're fearful of losing your shirt with ineffective campaigns that cost a fortune to maintain.

You're right to be concerned.

PPC is an incredibly powerful strategy of literally SATURATING your website with targeted traffic but if done incorrectly, you can end up spending a lot of money with little results.

On the flip side, once you know the proven strategies to setting up highly effective advertisements within networks like Google Adwords, you will never struggle for traffic again, plus, if you know how to reduce your overall CPC costs, you'll be able to gain even more exposure without having to pay a fortune for it!

Instant exposure, minimal costs - high returns.. You simply can't beat this fast action, powerful technique for tapping into your niche market and funneling unstoppable traffic to your website.

The "PPC Goldmine" will provide you with the tools and information you need to set up successful pay per click campaigns in no time at all, even if you are brand new to PPC marketing.

Better yet, you'll learn the industry trade secrets to lowering your cost per click, increasing your quality score and setting up laser targeted campaigns and landing pages that will skyrocket your income, while putting you in the position of being able to dominate your markets at the lowest cost possible.

So without further delay, let's set up your first profitable campaign!

Pay Per Click Marketing 101

Before you set up your pay per click campaign, it's important that you really understand the concept behind PPC as well as important terminology that you'll encounter during your PPC marketing endeavors.

PPC, which stands for "**pay per click**," is an advertising channel where you pay for each click made to your advertisements.

You ONLY pay when someone has directly clicked on your ad, regardless of the number of impressions. This means that you want to "qualify" your traffic so that you aren't paying for irrelevant clicks.

You can qualify your traffic a number of different ways, and we'll cover many of these strategies in an upcoming chapter. For now, let's take a closer look at how a traditional PPC campaign works.

Showcasing your advertisements within the Google Network can significantly increase your marketing exposure, especially when you consider the fact that your ads will be eligible to show up on **thousands of search and content sites** and products, in addition to Google search results pages.

So what is the "Google Network"?

The Google network is made up of two areas – the **Google Search Network** and the **Google Content Network**. As an advertiser, you may select whether your ads will be visible on either or both of these networks.

The Google Search Network continues to be the industry leader, as evidenced by the fact that 76.7 billion searches were performed on Google in July 2009, which was an increase of 58 percent compared to the same month in the previous year.

What does this mean for your business?

It means you have an incredible opportunity to maximize your exposure and build brand awareness!

Google Search

The majority of your traffic that will convert into sales should come from Google Search.

This refers to the ads that appear on the results pages when your potential customers are using the search engine, including Google search pages, properties that display search results pages such as Google Product Search and Earthlink.

The easiest way to think of this is when you sit down at Google.com, type a phrase in the search box, and then receive the results.

If you would like to tap into the mind of your target customers, think in these terms. The people who will find your ads through Google Search are actively seeking a solution to a problem.

That is why they have turned to a search engine – to find an answer to that particular problem. You have a greater chance of getting their business if you provide an answer to the solution they seek.

Google Global Search

The vast Google Global Search has the power to supply your business with an amazing reach, since it provides web sites and portals with access to 3 billion web pages and the world's most sophisticated search technology.

Revenue opportunities through Google partner sites are made available with sponsored links from Google's worldwide network of advertisers. These Google partner websites include many of the largest web sites in the world such as AOL, Ask, Earthlink, Google Maps, Google Product Search, and Google Groups.

Your ad can appear within dozens of external networks including Earthlink, Ask Jeeves, America Online and even CompuServe.



Your ads may appear above or to the side of the search results, on the results page as a user finds their way through a web site's directory, or on other relevant search pages.

Google Content Network

By choosing the Google Content Network, your ads will be display on websites instead of the alongside Google search engine results.

Think of the Google Content Network as an enormous group of web sites with the common bond of hosting AdSense as a way for the sites to bring in revenue.

This can be good or bad. It can be good because there are some quality sites out there, which will increase your exposure.

It can be bad as there are websites created with the sole purpose of encouraging visitors to click on your ads so the web site owner can make money (essentially, costing you money for invalid clicks).

Google actively monitors these situations, with an eye out for click fraud detection, and bans sites when deception is suspected.

The Google Content Network includes news pages, topic-specific websites, blogs, and other sites where visitors are actively engaged with content, as opposed to merely conducting searches. Your ads might appear if a web site's content and URL correspond with the keywords in the campaign.

Content Network partners include About.com, Lycos.com, NYTimes.com, InfoSpace.com, ReedBusiness.com, HowStuffWorks.com, Business.com, FoodNetwork.com and HGTV.com. Users of Gmail may also see your ads within their email accounts.

The people who find your ads on the content network are more likely to be readers, as opposed to the users of Google Search being more likely to be searchers.

While searchers are actively looking for the solution to a problem, readers are often more leisurely about the interpretation and understanding of the actual content. This means that the searcher is more likely to click, while the reader is more likely to continue reading.

To start, you will need to create an account with PPC advertising network. The most popular one online is Google Adwords and Facebook's new advertising medium, available at <http://www.Facebook.com/advertising>

We will focus on Google Adwords within this guide, however I recommend evaluating alternative networks and marketplaces to gain even more exposure, once you've gained experience setting up successful PPC campaigns. I'll provide a resource listing of alternative networks at the end of this guide.

Setting up your Google Adwords account is free, and you only pay once you are ready to activate your advertisements. You can begin by visiting:

<http://adwords.google.com/select>

Click on the "Start Now" link to begin the quick and easy registration process. It will only take roughly ten minutes to set up your account before you will be ready to customize it and create your campaigns.

Advertise your business on Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.

Start now »

Your ads appear beside related search results...



People click your ads...

...And connect to your business



On the next page you will be given the option of either creating a Standard account, or a Starter account.

Starter Edition

Advertise a single product or service with simplified options. Recommended for those who are new to Internet advertising. Move up to the Standard Edition at any time.



- I have a webpage.
 I don't have a webpage. Help me create one.

Standard Edition

Use our full range of AdWords features and functionality: advanced bidding options, multiple campaigns, conversion tracking, and more. Recommended for experienced Internet advertisers and medium- or large-sized businesses. *



* A website is required to sign up. Don't have one? Choose Starter Edition.

I recommend creating a Standard account to ensure that all of the features are available to you.

Once completed, you will be directed to an account confirmation page that will indicate that your Google Adwords account is being created.

Once the system has created your account, you will be asked to confirm your request by logging into your email account and validating your Google Adwords

account by clicking on the link contained within.

Once you have done this, your account will be created and you will be able to log into Adwords.

If you are unsure of what a standard PPC advertisement looks like, visit <http://www.Google.com> and enter in any search query you wish such as "weight loss programs". The advertisements that appear on the top and side bar columns under "Sponsored Listings" of your search results are PPC advertisements.

I've included an image below to help you better understand the placement of Google ads, but keep in mind that depending on your daily bid and the price you are willing to pay for your ads to appear, your advertisements will be positioned in different places.

The image shows two side-by-side screenshots of Google search results for the query "dog training".

The left screenshot shows a list of sponsored links:

- Dog Training** (Sponsored Links)
iams.com/ca/Dog-Training Teach Your **Dog** Simple Commands, Fun Tricks & More with Tips at Iams
- Dog Training Career**
www.animalbehaviourcollege.ca Love Dogs? Become a Certified **Trainer**. Enroll Today!
- Dog Training At Home**
www.TheDogTrainingSecret.com Train your **dog** to obey you with this proven **dog training** system!

Below the sponsored links are organic search results:

- Bark Busters Dog Training, Puppy Training - In Home Dog Obedience ...**
Bark Busters in home **dog training** is backed with a written lifetime guarantee. Whether you need puppy training for the new member of your household or ...
www.barkbusters.ca/ - [Cached](#) - [Similar](#)
- How To Train A Dog, dog training tips and techniques for home ...**
Discover how to train a dog the right way yourself at home. Learn about clicker **dog training**, dog whispering, puppy house training and more **dog training** ...
[Puppy Training - Behavior Problems - House Training](#)
www.dog-obedience-training-review.com/ - [United States](#) - [Cached](#) - [Similar](#)

The right screenshot shows another set of sponsored links:

- Get Control of Your Dog** (Sponsored Links)
Dog Training Guide available. Do not let your **dog** run all over you.
www.kingdomofpets.com
- Dog Obedience Trainer**
Become a **Dog Obedience Trainer** with at-home **training** from ICS.
www.icslearn.ca
- Kingdom Of Pets**
Is This The Real Deal?
The Truth Will Shock You!
CentralReview.info/DogTraining
- Training Puppy In 5 Days**
No More Gross Smells On Your Carpet
Training a Puppy in 5 Days...
HousebreakingMyPuppy.com

For example, someone with a higher bid than yours, and a higher overall 'quality' score, will have their ads appear above yours, and many times, even those bidding LESS than others can have their ads appear in a higher position because

of their quality score and overall advertising history with Google.

That's why it's so important to focus on creating targeted advertisements with Google - you're rewarded for making sure your ads are relevant, targeted, and trigger viewers into taking action and clicking on your ads.

The number of clicks to your advertisements will directly influence your "quality score". With Google, a quality score is assigned to each advertiser based on the number of clicks, referred to as a "click through rate" or CTR.

CTR is determined by the number of clicks that take place each time your advertisement appears 100 times, so if 20 people clicked on your advertisement after 100 impressions, your CTR would be 20%.

The higher your CTR, the higher your quality score and not only will this lower your advertising costs, but it will help you gain more exposure as your ads are tailored towards your target audience.

Google wants to display relevant advertisements within its network, and so it created the 'quality score' to gauge the effectiveness of advertisements and to encourage advertisers using their service to create targeted campaigns.

When evaluating your account and assigning a quality score, Google will take many different things into account including:

CTR - Again, your click through rate is exceptionally important as it demonstrates to Google whether you are carefully targeting your advertisements so that they trigger a response from those that see them.

Your Overall Account Structure - Google will identify whether you are using relevant keywords that target your market, as well as whether you are "mass assigning" keywords to your ad groups. For best results, you want to focus on smaller groups of tightly focused keywords that will trigger your ads to appear only when specific searches are made.

Your Chosen Keywords - Keywords power every Google PPC advertisement, and so the keywords you choose are the most important component in developing successful ads. Since keywords are what influence the exposure that your ads receive, you want to make sure to correctly choose targeted keywords that directly communicate with your target market.

Relevancy Of Your Ad Copy - Your advertisement copy plays a vital role in whether your advertisements will motivate readers into taking action, and Google will analyze your advertisement's body text to determine whether you are creating tailored ads for your market. It's been said that next to your CTR, your ad copy is the most important component in boosting your quality score.

Your Minimum Bid - Your Quality Score measurements will be determined by keyword minimum bids. Google calculates keyword relevance related to the ad group, rewarding higher scores to sites that contribute to a positive user experience. Lower minimum bids are granted to keywords with higher Quality Score.

Ad Performance History: The performance history of your ads will be part of the Quality Score for site-targeted and search network ads.



There are other components that influence your quality score including the landing Pages used to direct traffic to your website. You want every element of your advertisement to be highly targeted and relevant to your market.

In the next chapter, we'll take a closer look at the anatomy of a successful PPC campaign by identifying important keyword research strategies.

Keyword Research & Selection

Keywords power your PPC advertisements. They are the "engine" that triggers your ads to appear based on user searches; therefore it's crucial that you choose your keywords carefully.

If Google does not view your ads as being relevant, your ads will not show up in searches and will not be seen by Google's users. Your keywords, ad groups and landing pages should all make use of relevant keywords and build upon one another, helping to power your PPC advertisements.

It's vital that you include only RELEVANT, TARGETED keywords into your PPC campaigns. One of the biggest mistakes that new PPC marketers make is in 'mass assigning' keywords to their PPC campaigns. They believe that if they simply throw in a ton of keywords, they'll gain a higher level of exposure. In truth, using irrelevant keywords will not help your campaigns at all, and in fact, will actually work against you!

On the other hand, if your keywords are associated with whatever the customer will likely enter as she searches for your products or services, your Quality score will increase, which in turn, will lower your cost per click giving you MORE exposure at a LOWER cost!

So, the more focused your Google AdWords campaign is, the better. Concentrate on relevant, high converting keywords and your campaign will be more successful terms of how often it is appears, number of clicks, and the cost-effectiveness of your ads.

In order to evaluate potential keywords for your PPC campaign, you will want to utilize the free Adwords keyword tool at:

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

The purpose of this tool is to present you with the most popular descriptive words or phrases for a specific topic and give you a snapshot of monthly search volume and overall traffic, so you can choose the most relevant keywords possible for your product or service.

"Keywords related to term(s) entered - sorted by relevance"

When you type your niche or topic into the Google Keyword Tool, it will bring up relevant keywords and phrases to show you exactly what Google's users have typed into the search engine when they are looking for products, service and web sites that have to do with the niche or topic you entered.

This list will appear under the heading, "Keywords related to term(s) entered - sorted by relevance."

Begin by entering in a 'seed' keyword or phrase that describes the intended market that you are interested in advertising to.

In my example below, I entered in the keyword 'credit'.

PPC Compass: Giving You Direction In The World of PPC

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

credit

Use synonyms

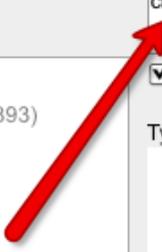
Type the characters you see in the picture below. [?](#)



ynxrzzk

Letters are not case-sensitive

[Filter my results](#)



Hundreds of keyword possibilities appear, in their order of relevance, in the “Keywords” column on the far left side of the screen.

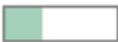
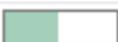
Keywords	Advertiser Competition 	Local Search Volume: November 	Global Monthly Search Volume 
Keywords related to term(s) entered - sorted by relevance 			
credit score		1,500,000	1,500,000
credit cards		2,740,000	2,740,000
credit card		11,100,000	13,600,000
credit bureau		201,000	246,000
credit		45,500,000	55,600,000
credit counseling		673,000	673,000
fix credit		135,000	110,000
credit scores		165,000	201,000
credit repair		550,000	550,000
credit reporting		165,000	165,000
credit debt		1,000,000	4,090,000
business credit		1,000,000	1,000,000
credit reports		301,000	450,000
credit risk		135,000	135,000
improve credit		110,000	110,000
fix my credit		27,100	22,200
credit dispute		90,500	90,500

For example, when the word “credit” is typed into the Google Keyword Tool, some of the results include: credit score, credit cards, credit bureau, credit counselling, fix credit, credit repair, credit reporting, credit debt, business credit, credit risk, improve credit, fix my credit, credit dispute, no credit, credit rating, credit union, free credit report, credit card application.

Let’s take a look at the additional headlines -- Advertiser Competition, Local Search Volume, Global Monthly Search Volume, and Match Type.

Advertiser Competition

This shows you how many advertisers target these keywords. If a block appears in solid green, it indicates a high level of competition.

consumer credit	
credit card debt	
my credit	
does credit	
good credit	
credit apply	
credit your	
score credit	

Local Search Volume [Last Available Month]

This column provides the approximate number of searches performed in your local area, matching the keyword result, for the previous month.

Global Monthly Search Volume

While the Local Search Volume looked at searches initiated in your area, this column shows the average number of searches matching each keyword result in all countries and languages.

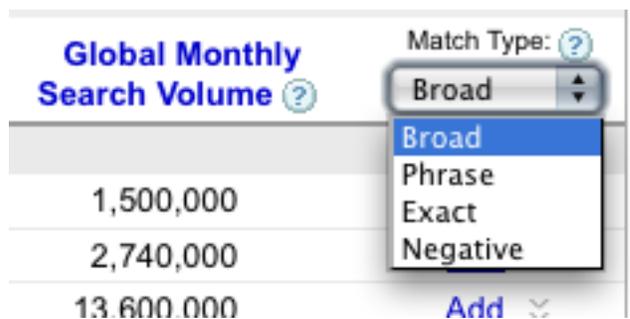
Local Search Volume: November ?	Global Monthly Search Volume ?
Sorted by relevance ?	
1,500,000	1,500,000
2,740,000	2,740,000
11,100,000	13,600,000
201,000	246,000
45,500,000	55,600,000
673,000	673,000
135,000	110,000
165,000	201,000
550,000	550,000
165,000	165,000

For all of the previously discussed columns, it is helpful to know that you can rearrange the order of the columns by clicking on the headlines..

For example, if you would like to see the results ranked in the order of Global Monthly Search Volume, just click on the headline, “Global Monthly Search Volume.”

Match Type

This column has a drop-down box to allow you to choose one of four keyword matching options – Broad Match, Phrase Match, Exact Match or Negative Match.



These options determine which Google searches can cause your ads to appear, helping you remain in charge of who will view your ads.

Broad Match, the default option, will let you rank for a wide variety of terms that may be related to your keyword. This includes synonyms and singular/plural forms of the keywords. For example, if a user entered “credit repair” and your keyword was “credit,” your ad would appear.

Phrase Match will allow your ad to appear if the search query includes a phrase that contains your keywords.

If you enter your keyword in quotation marks, such as "credit repair," your ad would be eligible to appear when a user searches on the phrase *credit repair*, with the words in that order.

It can also appear for searches that contain other terms as long as it includes the exact phrase you've specified.

Phrase match is more targeted than broad match, but more flexible than exact match. For example, if a user entered “bad credit repair,” and your keyword phrase was “credit repair,” your ad would be eligible to be triggered.

Exact Match allows your ads to appear if someone types that exact keyword phrase. By placing your keywords in brackets -- such as [credit repair] -- your ad would be eligible to occur when a user searches for the specific phrase 'credit repair,' with the words in this exact order, and without any other terms.

You probably will not obtain as many impressions, clicks, or conversions with exact match as you would expect with broad match, but the traffic generated is likely to be better targeted.

Negative Match will make certain that your ad does not appear for any search that includes that term.

If your keyword is "credit repair" and you add the negative keyword "-free," your ad will not appear for any searches that contain the word "free." The negative keywords feature is very helpful if your ad campaign contains many broad-matched keywords.

When you are ready to add your keywords to your AdWords account, click on "Sign Up With These Keywords." The system will also allow you to add your own keywords or variations of the keywords provided by the list.

Before you make up your mind regarding using specific keywords, you might want to use Google's Traffic Estimator tool to find out how much traffic to anticipate from these keywords.

Download your keyword list in text format and enter the list in the Traffic Estimator's text box. You will then be able to view the estimated traffic.

Google's Traffic Estimator also provide you with an estimated ad position within the Sponsored Listings, and estimated Clicks Per Day based on the various keywords that you have entered.

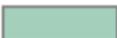
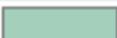
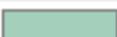
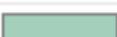
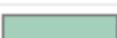
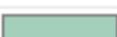
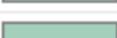
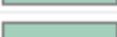
The Traffic Estimator tool is available here:

<https://AdWords.google.com/select/trafficestimatorsandbox>

"Additional keywords to consider - sorted by relevance"

Beneath the "Keywords related to term(s) entered" list, Google will present you with additional keywords to consider, also sorted by relevance.

This list will appear under the heading, "Additional keywords to consider - sorted by relevance."

Keywords related to term(s) entered - sorted by relevance 		
credit score		1,500,000
credit cards		2,740,000
credit card		11,100,000
credit bureau		201,000
credit		45,500,000
credit counseling		673,000
fix credit		135,000
credit scores		165,000
credit repair		550,000
credit reporting		165,000
credit debt		1,000,000
business credit		1,000,000
credit reports		301,000
credit risk		135,000
improve credit		110,000

When we return to the previous example, having typed “credit” as our niche, some of the options reported here include: mastercard, small business, personal loans, loans, financing, debt consolidation, unsecured loan, cash advance, short term loan, debt management, online loan.

Depending on your niche, you might very well see that proverbial light bulb come on above your head as you scroll through the additional keywords to consider.

Quite often, Google suggests phrases that you might not have considered, that would be great options, and people are already looking for them online since they were relevant to show up.

Keyword research is a crucial part of your AdWords marketing. These skills will also benefit your other types of online businesses, including article marketing, blogging or natural SEO. It is wise to compile a list of relevant keywords for your niche.

Using these keywords effectively on your own web site will aid in your Search Engine Optimization efforts.

Your site will rank higher if Google recognizes your keywords used throughout the site's content, titles of pages, and in web page descriptions. This will help send more traffic to your site. This can be a fantastic advantage for you, especially when you are up against web sites that do not understand or put these methods into practice.

Similar to using keywords on a web site to boost ranking and traffic, if you use your keywords within your ad group you will have better results.

By taking some time to play around with keyword research, you can take steps to receive maximum exposure for your ads. Set aside some time to tackle this research, and document your results in a simple Excel spreadsheet so you will have them as a reference tool.

You will soon gain some valuable insight as far as the popular, relevant keywords that computer users are entering when they search through Google.

Compile a list of these keywords and refer to it as you write your ads. Including these keywords in your ads will make certain that your ads will be prompted and appear when a user enters the keywords that you have targeted.

Google's Keyword Tool is not the only option, by the way. There are other products and services to choose from, both free and paid.

It is a good idea to use more than one service, just to make sure you receive the most well-rounded, informative results as possible before you make decisions.

Additional Keyword Resources:

Good Keywords

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

Key Compete

<http://www.keycompete.com>

Keyword Discovery

<http://keyworddiscovery.com/search.html>

Keyword Spy

<http://www.keywordspy.com>

SEO Book Keyword Tool

<http://tools.seobook.com/>

Word Tracker

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

Wordze

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

Yahoo Search (formerly known as Overture)

<http://advertising.yahoo.com/smallbusiness/ysm>

Creating Your Ad Groups

There are different ways that you can structure your advertisements, with the most common being “placement targeting”.

With placement targeting, you are able to choose an exact site that you want your ad to appear on, which means that you want to make sure that you thoroughly evaluate potential websites so that you can ensure they offer highly targeted pages, focusing on your niche market.

Maintaining relevancy with your PPC ads is very important in order to sustain a high CTR rate, and quality score. This applies to all your PPC advertisements, whether they are focused on ‘placement targeting’ or featured within Google’s content network.

So what exactly is ‘placement targeting’?

Rather than targeting your ad to appear anywhere on a certain site, you target the most drilled-down, focused pages from several sites, all highly relevant to your keyword phrase.

This allows you to receive approximately the same number of clicks as you would have, but for far less impressions.

This means that your CTR would soar and, since you are paying per 1,000 impressions, it keeps the price that you pay for each click incredibly low.

The beauty of placement targeting is that it allows you to decide on individual locations within the Content Network where you would prefer for your ads to be displayed.



Google AdWords looks at your managed placements when looking for appropriate places for your ads to appear.



Placement might occur on an entire website, or a subset of a site, for example, a 'specific' page rather than showcased throughout the entire website. This gives you greater control over where and when your ads are shown, allowing you to really target your advertisements.

In order to participate in placement targeting, a web site must be part of the Google Network.

If you are interested in placement on a particular web site, use this link to view a list maintained by Google:

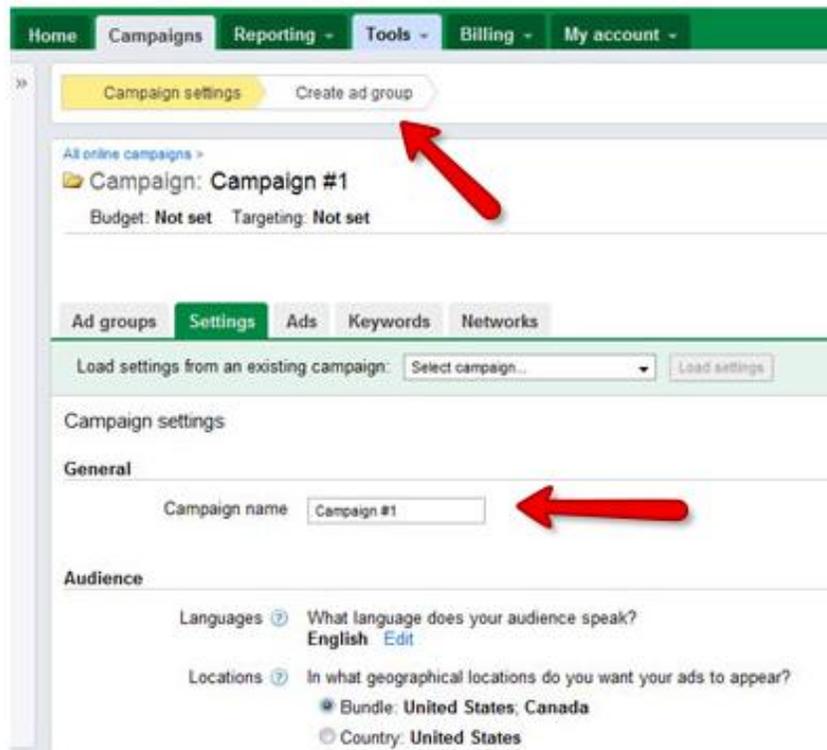
<http://AdWords.google.com/support/aw/bin/answer.py?answer=6119&topic=82/>

Use the AdWords Placement Tool to find placements for your ads as you create new campaigns or ad groups. For more information about using the Placement Tool, visit:

<http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=112274>

In order to create your ad, log into your Adwords account and create your first campaign.

A screen will appear to name the campaign and its first ad group.



Click “continue” and then you will be able to choose the specific locations that will apply to your advertisement. Even when creating site-targeted campaigns, you will be able to target the ad based on the language and location of the searcher.

As you approach the New Site-targeted Campaign Setup screen, you will be able to obtain Google’s advice in choosing sites where your ad will reside. Option 1 allows you to browse categories, and option 2 lets you use keywords to find suitable matches.

Placement Tool

This tool helps you find and choose the placements where your ad can appear. Use one or all of the methods below to discover eligible placements. [Learn more](#)

Browse categories
Select placements from topics like *Games* or *Health*.

Describe topics
Enter words (like *tennis*) or phrases (like *Formula One racing*) to see a list of placements matching those topics.

List URLs
Find out if specific websites are available on the Google Network, and see similar available placements.

Enter one URL per line in this format: `www.example.com`
www.file.net

Get Available Placements ①

Selected Placements:
file.net [Remove](#)
[Remove All](#)
[Download as .csv](#) [Find more placements like these](#)

Cancel
Save and Continue ②

At this point, let’s assume that we know where we would like for the ads to appear, so we will click “List URL.”

Now, we will need to open another browser window for the next step. Go to Google and type your keyword phrase into the search box.

Once the results appear, click on the first result (in the natural search area, not the sponsored area).

Take a look at that site to determine if it is hosting Google ads. You will often find these ads with the words “Ads by Google” on top, in the following formats:

- Skyscraper – long, vertical rectangle with ads stacked on top of each other
- Block – usually a square situated within the body of the page (rather than being placed along the edge of the page)

Google ads are often quite obvious on the page, leaving you no doubt that they are, in fact, Google ads. The top center of the page and the left side of the page are two popular places.

The color of the ad and the amount of web site text surrounding it are also concerns.

The ad block should stand out from the rest of the web site, attracting the reader's attention rather than blending in and becoming invisible. The more the ad block stands out from the main portion of the site, the higher your chance of a profitable click through rate.

If, when you type your keyword phrase into Google, you discover that the first natural search result does not have Google ads appearing on the web site, click to go back to the search results page and try clicking on the site directly under it.

Continue doing this until you have found the first natural search result with Google ads on the page.

A new screen will appear, asking you to select any or all of the recommended sites.

We want to select the first site listed, but we only want our ad to appear on one page within that site. Click to choose the site, and then choose to continue.

Daily Budget / Maximum CPM Amount

The next screen will ask for both a daily budget and a maximum CPM amount. Since these can be changed later, it is best to start out with both amounts low.

Upon saving this campaign, your ad is now available to appear on the entire site that you selected. Remember, we just chose that option temporarily so the system would let us continue through the process. The next few steps will remedy this situation.

Next, you will see the Campaign Management screen. Click on the name of the ad group you just created.

Click Edit Sites and CPMs.

Now, to change from the whole site previously selected to the single URL we want to use, while still in the Campaign Management screen, delete the URL that appears and replace it with the URL that we found a few minutes ago (the one that should still be in your clipboard). Make sure the URL does not begin with `http://` and does not end with any of the following: `.html`, `.htm`, `.php` or `.shtml`.

These extensions would indicate a single page, which is not what we want.

Save your changes.

It is a good idea for each ad group to be made up of three or four individually targeted pages.

Once you've completed these steps, it is time to think about adjusting your maximum CPM amounts to make sure the ads show up. It may be necessary to jump from a few cents to a couple of dollars.

This can easily be taken care of by changing the Max CPM in the box, which is like changing the Max CPM for all of your URLs.

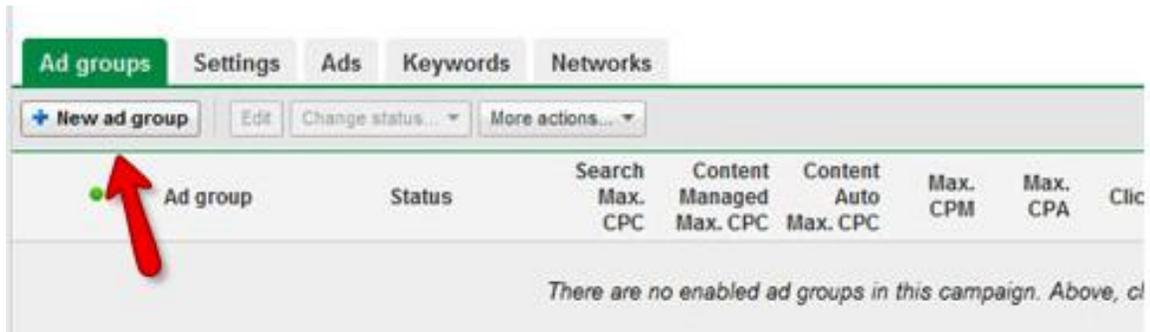
You may be thinking that it might seem risky to spent a couple of dollars for your ad to appear a few hundred times. After all, there is no guarantee that anyone will click, let alone buy.

Look at it this way:

If you pay \$2.00 and the ad is shown 1,000 times, for a CTR of 10%, it will have cost you just two cents per click. It is not difficult at all to see results like this. Just be certain that your ads are appearing on pages that rank high in the natural search engines.

Once you have set up this first campaign, keep going.

Create another ad for this keyword phrase and go through the entire process once more. Just click "**Create New Ad Group**" in the Campaign Management menu go through this process while it is still fresh in your mind.



Seeing Results

Within 24-48 hours, you should begin to notice statistics indicating impressions and clicks for your new ad groups.

Watch out for the unbalanced combination of enormous impressions/low CTR in a new ad group. If this happens, pause the ad group and take a look at the sites where your ad appears.

The most common problem is inadvertently setting the ad group up for your ad to appear on all pages of a high-volume web site.

This is easily corrected, and then you may re-activate the ad group and continue as usual.

In the next chapter, we'll take a look at setting advertising budgets so that your ads can gain maximum exposure at the lowest cost.

Setting Your Daily & Monthly Budget

Your AdWords account has two budget settings -- a **daily** and a **monthly** budget.

The daily budget sets the maximum amount you wish to spend on your AdWords campaign on any given day.

The monthly budget represents the total amount you wish to spend for an entire month.

While separate, the two budgets do have a direct impact on each other. For example, if you set a monthly maximum but fail to set a daily limit, you risk running through your entire monthly budget in just a few days. So, as you can see, it is vital to have a firm understanding on both your daily and monthly limits.

Advertisers who are new to Google AdWords frequently set their ad budgets too low, usually because they are fearful of losing a big chunk of change.

If your budget is pretty low, then you probably either have not yet grasped the magnitude of what Google AdWords is capable of doing for your business or you are cautiously playing around with the numbers to see what works best before throwing more money into the budget.

One of the great things about Google AdWords is being able to stay in control of your budget. If you are on a tight budget and need to be sure, down to the penny, about how much you are spending on your ads in a given month, AdWords lets you stay in charge.

Cost Per Click

As an advertiser, AdWords will charge you each time someone clicks on your ad. You are not charged for the number of times your ad appears, which is referred to as "impressions." Only the number of clicks.

Determining the Cost Per Click (CPC) is one of the best ways to stay on top of your budget. Here is an easily formula to determine your Cost Per Click:

$$\text{Cost Per Click to reach break even point} = \frac{\text{Profit Per Sale in \$} \times \text{Conversion Rate}}{100}$$

For example, let's say that you are selling a product or service which would give you a profit of \$60 per unit sold.

Your conversion rate (the percentage of people who click on the ad and visit your website who actually make a purchase) is 1 person out of 100, or 1%. Both these figures would be put into the equation.

- ✓ Profit per sale = \$60
- ✓ Conversion rate = 1%

The maximum CPC would be calculated as: $(\$60 \times 1) / 100$, which is equal to \$0.60.

Therefore, you can afford to pay a maximum of \$0.60 per click in order to break even. This means that, if you want to make a profit, your AdWords campaign should be set to pay a CPC amount lower than \$0.60.

Let's say you want to spend \$50. Quite often, \$50 will not get you too far. However, it depends on the Cost Per Click, so you can see how important it is to determine CPC.

Your CPC could be \$0.20 or it could be \$2.00.

Daily Budget

Now you will need to determine a daily budget that you feel comfortable with. For this example, let's say that your CPC is \$0.50. In that case, since you originally wanted to spend \$50, you could easily afford 10 clicks a day for 10 days.

One smart way to launch a new campaign's daily budget is to get started with between \$25-\$50. Watch carefully for the first few days to see how the campaigns are doing. At this point, you'll want to ask yourself if you should tweak the ads or increase the daily budget.

When setting your daily budget, you might consider setting it at (or lower than) the average sale price or commission of whatever you are selling. The reason for this is many people will not buy the first time they click to visit your site.

While some people will bookmark your site, once they find it, there is always a chance that others might go through the process of typing their keyword into the search engine again, look for your AdWords to appear in Sponsored Listings again, and then click.

So this means you could, potentially, pay for several clicks for the same person to make their way to your site enough times to finally make that purchase.

If you set your daily budget low, keep in mind that your ads will not show up as often as they would with a higher budget. This is because Google spreads them out to allow them to have the chance to appear throughout the day. However, you can change this feature to an accelerated setting within your account.

In addition, if you bid far too low, your ad might not show up at all. This is why it is important to pay close attention to your campaigns. If there is a problem, you can go in and adjust the settings, and then watch to see if it makes a difference.

By keeping your daily budget fairly low at first, you will be able to play around and find a groove for the ad itself and for your daily budget, without breaking the bank.

Maximum Bid

Your maximum bid is something else to take into consideration. A good place to start out would be \$.40 to \$.55, which gives you room to play around and also benefit your Quality Score while generating targeted traffic.

Google's Traffic Estimator Tool will be very helpful once you reach this stage of the game. The tool can be found at:

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

This tool provides an easy way to find out your position well in advance of ever setting your maximum bid. This tool uncovers your average costs per day and per click, based on keywords you have entered. It also shows where you hope to rank within those results.

Inside your campaign's control center, you will see a Keyword/Minimum Bid table. This area lets you see how much it will cost in order to reach a specific position within Sponsored Listings.

It also shows how much you can anticipate paying for each click based on keywords within that campaign.

Pay attention to your Quality Score. As it increases, lower the maximum bid for your campaigns until you have reached a point where you are paying less per click while still receiving great results.

Your ad budget may require some modifications along the way, before you discover an amount that works for you.

However, if you face unexpected expenses as the month progresses, don't freak out. It is possible for you to lower the budget without closing down your campaigns.

Whatever you do, if you are in a financial pinch, do not turn off the ads completely.

Instead, lower the bids a bit, set your day parting times to the highest converting times, and lower your budget to \$10 to \$20 per day.

This allows your campaigns to remain active, lets you continue to receive clicks, and maintains both your CTR and Quality Score.

There are several ways to work with AdWords in order to make your budget even more economical.

Get the Highest Quality Traffic Available

Utilize the highest quality traffic possible in order to obtain the greatest possible conversion rate if the search volume for your product or service looks like it is going to outstrip your daily budget.

From the “Edit Campaign Settings” page, choose to have your ads show on Google Search, Search Partners and the Content Network.

Deselect Search Partners and the Content Network. It is quite possible that Google Search, by itself, will be able to send enough traffic to eat right through your daily budget. Also, it is more likely to be the highest quality source of traffic.

By the end of the day, you might see that some of your budget remains. If that is the case, re-enable Search Partners.

Google’s Ad Scheduling lets you plan when your ads will be shown, and it will reduce the bids at certain times of the day. This feature is found on the “Edit Campaign Settings” page.

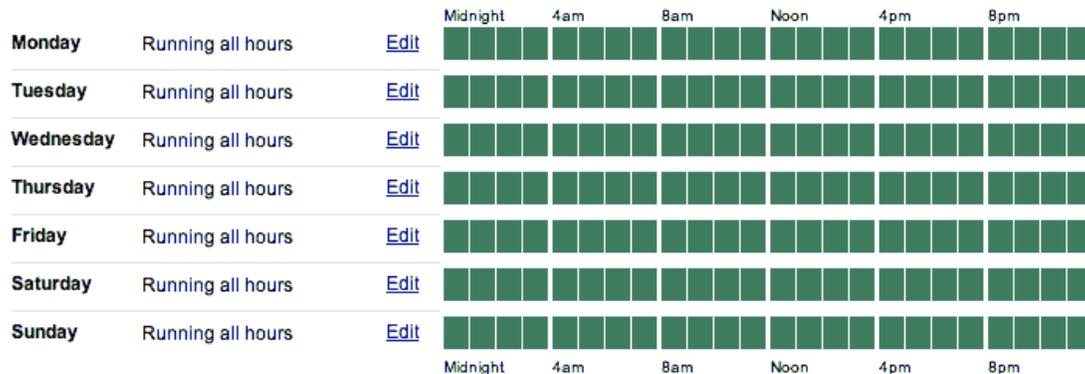
Ad Scheduling

Edit days and times and watch the schedule update. When you're happy with the schedule, click 'Save Changes' to activate Ad Scheduling. To adjust your pricing during any time period, [switch to advanced mode](#). (You can always switch back.) [?](#)

By default, your ads are now running *all* days and times, as shown by the green squares below.

Ads are active on green squares, paused on gray squares.
Bulk edit: [all days](#), [weekdays](#), [weekends](#)

12 hour clock | [24 hour clock](#)



Save Changes

Cancel



= Running



= Paused

You might want to prevent your ads from running on the weekend, preferring for them to appear during the workweek when decision-makers would be more likely to see the ads.

Pay Attention To Negative Matches

Your broad match keywords can be very valuable to provide a high volume of traffic, so they should not be paused unless you absolutely cannot avoid it.

The only problem is, your broad match keywords might be triggered for unrelated searches. Occasionally, Google users might click on your ads out of confusion, which costs you money, might cause your CTR to plummet, and could lower your Quality Score and increase your CPCs.

Make sure to painstakingly investigate your keywords and so that your campaigns or ad groups are made up of the necessary negatives to guarantee your ads are only shown to actual prospects.

Evaluate Your Analytics

Take advantage of using Google Analytics to find out the performance of your PPC campaigns.

This is a good way to distinguish which of your organic keywords are responsible for the most conversions. This information can help your PPC campaigns achieve higher conversion rates.

Do Not Strive For Top Placement

Shoot for your ads to appear in a position other than #1.

In fact, strive for anywhere in the #3 to #5 range.

This way, you will have a much lower CPC, a somewhat lower CTR without falling short in conversion rates. The #1 position, on the other hand, tends to be the most expensive and its high CTR could possibly devour your daily budget quickly.

Creating Killer Advertisements

We discussed the importance of your advertisements copy earlier when learning about how our quality score affects our overall costs. In this chapter, we'll take a closer look at the most important components of creating a successful ad.

First, let's take a look at the different components of a PPC advertisement:

Your Ads Headline:

This is the first thing readers will notice about your ad. Much like a headline in a newspaper, magazine or a web site, it needs to grab the reader's attention. The challenge is doing so within the 25-character limitation.

When you are first getting started in PPC, keep your headlines as simple as possible. Straight-forward, to-the-point, simple headlines will often get better results than a headline that tries too hard. The key is to allow your reader to immediately comprehend what your ad offers.

This is a good opportunity to type your own keywords into Google's search engine and take a look at the headlines of the top results in Sponsored Listings. These are your competitors.

Jot down (or print) their headlines. You can learn a lot from your competitors, especially when you consider the fact that they have probably tested these headlines already. They must be working; otherwise, your competitor would have changed them by now.

Edit Selected Text Ad		
Headline	dog grooming	12/25
Description Line 1	dog groomers	12/35
Description Line 2	dog groomer	11/35

Use these headlines as models, but never copy them. Take a look at the keywords used in existing ads, and then write your own. By modeling the ads that have already been successful, you will save yourself some trial-and-error.

Ad Description (body):

Google AdWords only gives you two lines of up to 35 characters each, so you need to make the most of this valuable piece of real estate.

Before you dive in and begin working on your own ad copy, sit down and take a look at the ad copy being used by others. Type something into Google's search engine and then take a look at the top results in Sponsored Listings.

Obviously, the ads appearing toward the top are the ones that are most successful, so they are a great place to look for examples. Once you have read through several, you will start to get a good idea of how to most effectively use this limited area to your advantage.

Just as we did with your competitors' headlines, let's take a look at your competitors' ad copy.

It is always a good idea to know what your competitors are up to. Once again, let's type your keywords into Google's search engine to study the top results in Sponsored Listings for your own niche.

Pay attention to the message your competitor is getting across. While we never want to copy anyone else's work, we can model it.

What is the job of our ad copy? It can mention the benefits of your product or service. It can provide a reason for your readers to click and see what your web site has to offer. The more compelling the copy in the ad, the better your chance of success.

It may seem a bit daunting to try and fit everything you need to say into these two lines, each with a maximum character count of 35. It really is a small area to work with.

This is also part of what makes it so much fun. You must make each word count. As you play around with the ad copy, there is no room to be wordy.

What are the most important things for the reader to know about your site? Jot those words down. What action-based words can you think of that describe your product or service, or that directly relate to the advantages of clicking on your ad?

Take a look at your primary keywords for this ad campaign. Focus on those keywords and you will begin to see your ad copy take shape.

Make your ads as targeted as possible. It is often a good idea to create more than one ad campaign for the same product or service. This allows you to choose (or target) keywords for each campaign and then focus on those keywords in each campaign's ads.

Rather than setting up one campaign and assigning many keywords to it, you should have better results if you set up separate campaigns paying attention to your targeted keywords.

Capitalize words that need to stand out and grab the customer's attention. It is OK to ignore the rules you learned in English class at this point because you want the words to catch the eye of your customer.

Play around with your call to action. People need to be shown the next step, so give it some thought before you include your call to action. What would you like for the customer to do next? Call now? Click here? Buy?

Your ads CTR will depend not only on the writing style, but also on the audience you target, the product itself, and the density of the search term within your ad.

Make sure you use your keyword in the title. Most users scan the first line of your ad (also referred to as the headline) quickly.

If your keyword (which is the word they are looking for) pops out at them from the headline of your ad, they will be more likely to click on that ad.

The second line of your ad (right under the headline) should provide the user with a benefit.

Let them know why it would be to their advantage to click and visit your site. If your benefit is in harmony with their need, it increases the likelihood that they will click on your ad.

The next line is a perfect spot for your call to action. Include a sense of urgency to encourage them to click now, such as "Hurry! Offer Ends Today!" or "Act Now!"

Remember that the whole purpose of your ad is not to sell your product or service. Instead, the intention of the ad is to get the user to click.

Once the user is sent to your web site, it is your web site's job to sell. Don't fall into the all-too-common trap that so many AdWords advertisers are sucked into, which is turning a simple AdWords ad into a sales pitch.

Concentrate on why it would be an advantage for the user to click on your ad. What's in it for them?

Relevancy is vital! You don't want random clicks. You want clicks from the right people – potential customers. Do your best to make sure that the right people will be attracted to your ad.

They are looking for something specific, and it is what you have to offer. Take a good look at your ad, with the attitude of your customer, and ask yourself, "What would I want to find on a web site if I click this ad? How would it enhance my life?"

If ever you are studying your impressions vs. clicks vs. conversions (sales), and it seems like you aren't getting enough conversions, the problem may lie in your ads providing incorrect expectations of what your web site actually offers.

Avoid using the word "buy" in your headlines. Potential customers might get the idea that visiting your site will cost them money and, therefore, avoid clicking on your ad.

Weed out unnecessary words such as:

- ✓ a
- ✓ an
- ✓ at

- ✓ etc.
- ✓ in
- ✓ the

Use action words when possible within your ad copy such as “Breakthrough”, “Advanced”, “Powerful”, “Compelling”, “New”, “Exclusive” etc.

Display URL

Your web site address will go here. It is best to use your real URL here (the home page of your site), rather than a URL that goes to a specific page within your site.

Results 1 - 10 of about 59,000,000 for [cheap hotel](#). (0.35 s)

Sponsored Link	Sponsored Links
	City Centre Hotel, Delhi Call 00911141764563, Free Airport Pick up, Tariff from Rs. 1200 www.ajantahotel.com
	India Cheap Hotel Know Before You Go. Read Reviews from Real Travellers. www.TripAdvisor.in
	Ginger Hotels Get Upto 35% OFF on Your Stay Limited Period Offer Book Now! www.GingerHotels.com

Even if your destination URL (discussed below) will send your visitor to a page other than the home page, it is best for the home page URL to show up here.

Destination URL

When someone clicks on your ad, where will they go? This is the URL that should be entered for your destination URL. You may not want to send the visitor to your home page. It may be best for them to go to a specific landing page or mini-site, and that's fine.

Creating Landing Pages

It's important to create highly targeted landing pages for each of your PPC campaigns. Rather than directing visitors to your 'money page', you can capture leads by funnelling traffic to a landing page instead. That way, you aren't forcing a visitor into making the decision to purchase or leave your site, but instead, can follow up with them at a later time.

It's been said that the average buyer has to see the same message 3 times or more before responding to it, and so by directing traffic to a landing page that features a subscription form (opt-in box), you can build a targeted mailing list of prospects, rather than losing the majority of your traffic who just might not be ready to buy.

Before you create your landing page, you need to really understand what your average customer is interested in, so that you can create highly tailored pages that truly communicate with them.

To do this, you need to think from your visitor's perspective.

Experts estimate that most computer users will make up their minds about staying on a website or exiting within 3-5 seconds of landing on a page. This means that your message needs to be loud and clear, speaking directly to them.

Here are a few things to consider when creating your landing pages:

Offer A Clear Solution To A Problem

By the time someone has found themselves on your landing page after scouring the Internet using specific keywords, they're ready for a solution to their problem.

Your job is to address their problem, answer their question and demonstrate that you truly understand where they are coming from and what they need!

Your landing page is your opportunity to speak directly to your target audience, and remember, since you only have a few seconds to capture their attention, you want to make sure that you do your best to reach out to them, and lure them in with a strong headline, captivating landing page copy, and a clear list of benefits.

Use A Strong Call To Action

You have already gone to the trouble of interacting with the customer. You have convinced them to click on your ad and visit your site. Don't take them this far only to lose them because they're not sure what should happen next.

You should always, always, always have a call to action on your landing page that clearly instructs your visitor as to what their next move should be.

What do you want them to do next? Subscribe to your newsletter? Click on a specific link? Visit an external page?

Be clear in your instructions, leaving little room for confusion.

Generate Leads

One of the most important things you can do in order to build your business and maximize exposure is to capture leads.

If you work hard to get traffic to your landing page only to let them leave, you have wasted a lot of time, effort and money.

Setting up something as simple as an opt-in box to offer site visitors a free report can do wonders for your business.

Think of it as the difference between a one-night stand vs. dating. If your web site visitors come to your site and there is no opt-in box, it is like a one-night stand. They might enjoy the time they spend with you, but once they are gone you will likely never see them again.

However, if you offer your site visitors a free, downloadable report – whether it is something they can read or listen to – it is like dating. You will be able to establish a relationship with that customer, because they gave you their email address in order to get the free report.

Even if this person is not ready to buy at that very moment, you have already received two things that are very valuable – their email address and their trust.

The key to this free report is to make sure it provides quality content. Don't send your customers an ebook that is identical to the ebooks offered on other web sites. Why would they want that if they can get it anywhere?

Create an original ebook or audio recording for this purpose. Make it short and straightforward.

Think of the topic in terms of "What's in it for them?" (with the "them" being the customer of course).

What is it that you can share with them in this brief report or audio recording that will be a small taste of what they might receive if they went ahead and purchased your product or service? The idea is to tempt them.

Customers love checklists, cheat sheets, audio mp3 files, and mini reports. Create your own and watch your conversions go up.

Headline

Your landing page's headline is meant to attract attention, draw the reader in, and encourage the reader to continue reading.

The same is true with the sub-headings throughout the page. Each one should urge the reader to continue reading the next section, and so on.

Most people skim web site copy, looking mainly at the headlines, followed by the bullet points. Make sure your headlines and bullet points are short, to the point, and avoid confusing the reader.

Layout

If at all possible, arrange your landing page so that the reader can see everything without scrolling. This is referred to as everything being "above the fold," coined from the newspaper industry.

When a newspaper is folded in half and displayed in a newspaper vending machine or on a rack in a store, you only see what is above the fold.

I'm sure you have visited landing pages that required you to continue scrolling. In fact, I have seen some that, if printed, would require 35 to 40 sheets of paper. Usually, the longer the landing page, the higher the price point of the item.

It is best to keep the landing page short, concise, and easy to read.

Google made several changes to the AdWords program in July of 2006. Prior to that, the quality of a landing page was not really an issue.

However, a lot of people in online marketing and affiliate marketing awakened to discover that their keywords had been disabled over night, causing their ads to disappear.

These changes meant that Google had abruptly weighted the landing pages' quality, making it stand next to the Quality Score of an advertisement.

Many advertisers felt that they had no choice other than to modify their bids, with some paying \$5 or \$10 to reactive their keywords.

These events of July 2006 were clumsy on Google's part, according to many advertisers. A lot of them had to invest more money to keep their systems afloat, while others were unable to recover and gave up their online businesses.

How can you improve the quality of your landing page? By optimizing your landing page, paying special attention to:

- ✓ Providing relevant, original content that is aimed toward providing your visitors with answers to their questions or problems
- ✓ Honesty and transparency regarding the integrity of the products and services that you offer, how your site interacts with your customer's computer and how you intend to use a visitor's personal information

(privacy policies that ensure you will not sell or rent their email address, for example)

- ✓ Navigation – Always make the site as easy to manoeuvre as possible. Avoid unnecessary links that take visitors to other pages within your site. Under no circumstances should you provide a link for visitors to click and be taken away from your site. You worked hard to get them here, so you want to keep them here. They only things they should be able to click will be to purchase your products, get your free report, etc.

Take advantage of the fact that you can name your landing page file whatever you want and include keywords within the content and the title itself.

Choosing a relevant page name/title will also help Google recognize the keywords in the destination URL. This is another chance to get your keyword in the AdWords ad. Each time this happens, Google will increase your Quality Score.

Another reason to use your keywords in the landing page name is to reassure your potential customers that they have, indeed, arrived at the appropriate web site. Anything you can do to help your customers rest assured that you are legitimate, the better.

Use your keywords in the meta tags for your landing page. Also, it is wise to make sure the description tag contains your keywords.

Present your keywords in the heading tag. Google loves to find the “h1” heading tags. Use them on the landing page, along with your keywords.

And, finally, use your keywords within the content of the landing page. There is no hard and fast rule regarding the number of times the keywords should appear or how often they should be repeated.

It is smart, however, to weave the keywords into the web site copy in a way that makes sense and flows like a conversation or an article.

In other words, write for your audience first – search engines second!

Split Test For Maximum Results

Split testing, also called A/B testing, has been around in the world of traditional advertising for a long time, and now online marketers have embraced this tool. It is easy to understand why, once you take a look at the powerful insight it can provide about your ad campaigns.

It can be as simple running two ads at once (or three at once, which is Google's maximum), letting them compete against each other, to determine which one brought in better results and why.

Then, take this into consideration as you tweak your ads and make adjustments and improvements.

Once you make these modifications, you will be ready to run another split test. This time, take the ad that won last time and run it against an altered version of itself.

As you run a split test, your goal should be to make improvements to the ad in order to increase your CTR. High CTR is your key to success, and I am constantly amazed to see the number of AdWords users who do not understand this simple concept.

Your business will grow if you recognize the value of your CTR and continue to take steps to improve CTR.

You want to run, basically, the same ad at the same time, with the exception of one word. Substitute that word for something else on the other ad(s). This way,

as you look at the results, you'll know which word that your potential customers preferred.

Leave that word alone the next time, and choose a different area of the ad to play with.

To allow the split test ads to receive equal exposure to potential customers, turn off the automatic optimization feature in your campaign-level options. Otherwise, Google's default will automatically show the best performing ads more frequently, which would defeat the purpose of your split test.

Now that we understand the value of conducting a split test, how do we actually run one?

Go into the "Edit Campaign Settings" area and choose "Scheduling and Service." After that, you will want to choose "Rotate: Show Ads More Evenly."

Create one ad for this ad group. This will be the foundation of the ads that you will compare in the split test.

Will you be running a split test with two ads or three? If you will compare two ads, you will use the original ad, make a copy of it, and make a small change to the second ad. If you will use three ads in the split test, you will use the original ad, make two copies, and make small changes on #2 and #3.

The changes on ad #2 (and ad #3) that you might consider include:

- ✓ Changing one word in the headline
- ✓ Changing one word in the ad

- ✓ Including (or excluding) the price
- ✓ Tone of voice (formal or informal, for example)
- ✓ Capitalization on specific words in headline
- ✓ Capitalization on specific words in ad

Allow the ads within your split test to receive enough exposure. Whether you decide on 50 clicks or 500, one week or three, the goal is to let the testing give you a good idea about what really is (and is not) working.

If you look at your results too early in the game, you won't have a true picture of the outcome, which will prevent you from making the right decisions as far as which version of the ad brought in the best results.

Your next step will be to prepare a new ad to go up against the previous winner.

Remember to reset the statistics for the winning ad before the next split test begins.

Final Words

PPC campaigns are relatively easy to set up, taking just a few minutes once you get the hang of it. They are also relatively inexpensive to get started, since you can begin playing around with \$50.00 or less.

As the number of people using the Internet continues to grow each week, thousands of users search the web each day, looking for specific information, products and services. You have the opportunity to be the one to satisfy their needs, and reap the financial benefits.

With your ad appearing on the first page of Google's search results, you will dramatically increase the chances of guiding hundreds of targeted leads to your web site each day.

One of the greatest things about PPC marketing is that your PPC advertisement could begin showing up within as little as 30 minutes from the time you create your campaign.

Nothing beats the speed and potential profitability of having a fine tuned, tweaked and targeted advertisements reaching out to your target audience and driving them onto your website 24 hours a day, effortlessly.

I wish you the best of success with your PPC marketing endeavors!