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# 1. Introduction to Adwords

I know there are many people that want to start to use Adwords but they really don't know what is adwords so will start this e-book posting "introduction to adwords" taken from Adwords resource. If you follow the whole learning process that is placed in Adwords Learning Center be sure that you will not need any other e-book than this. Follow each link while you read the whole e-book.

## A. [Google and Google Adwords](#)

### Google:

As a search engine, Google gathers and organizes a multitude of information from the Internet, then makes this information available to online searchers throughout the world.

Users can simply visit the Google homepage or other Google domains, enter a search query (terms related to information they'd like to find) into the search field, and click Google Search. Google returns a variety of search results — including lists of files, articles, documents, and websites — that are all highly relevant to the query. (If a user clicks I'm Feeling Lucky, the user goes directly to the first website or document in the Google search results.) Users can also search for results within Google Images, News, and other specialized Google services.

Search results appear on the left side of the page. It's important to note that Google doesn't accept payment to place websites or documents in search results. However, advertisers can purchase Google AdWords ads, which appear on the right side of the page, and sometimes above the search results.

### Google AdWords:

Google AdWords is Google's advertising program. AdWords lets you create simple, effective ads and display them to people already searching online for information related to your business. So how is it possible to show your ads only to the most relevant audiences? The answer is keyword-based advertising.

When a searcher visits Google and enters a query — say, good beginner guitars — Google displays a variety of relevant search results, such as links to articles containing guitar purchasing advice, or websites dedicated to novice musicians. Google also displays AdWords ads that link to online businesses selling guitars, music lessons, or other products and services related to the query.

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For example, imagine that you own a music store carrying a large selection of guitars. You could sign up for an AdWords account and create ads for entry-level guitars in your inventory. For each of your ads, you might select keywords (single words or phrases related to your ad's message) such as beginner guitars or entry-level guitars.

Once you activate your account, your ads would be eligible to appear. That is, the AdWords system would constantly seek out search queries related to the keywords you've selected, then display your ads to highly targeted audiences. In short, you'd be advertising directly to an audience already looking for you.

Google AdWords offers a variety of ad formats. The most common format is text ads, followed by image (and animated) ads. Additional formats available include video ads, local business ads, and mobile ads.

### **A typical AdWords text ad looks like this:**

[Try Google AdWords](#)  
Maximize your ROI. Attract  
new customers. Sign up  
today.  
[adwords.google.com](http://adwords.google.com)

### **Text ads generally contain the following four lines:**

- Headline (25 characters, including spaces): The title attracts users who might be interested in your products or services.
- Description (two lines of up to 35 characters each, including spaces): These two lines contain your product, service, and other details (such as promotions). The content in these lines should be clear enough to communicate your intent and compelling enough to convince the user to click your ad and visit your site.
- Display URL (35 characters, including spaces): This line indicates which website the user will visit if he or she clicks your ad.
- Destination URL (up to 1024 characters): This is the actual page where users land when they click your ad. The URL won't appear in your ad. Many advertisers link their ads to particular destination pages within their website, but use the simpler URL of their homepage as the display URL.

Certain wide characters and double-byte characters will reduce the number of characters permitted per line.

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To learn about other ad formats, review the [Using Different Ad Formats](#) lesson.

### **B. Basic Adwords Features**

#### **Basic Definitions**

Using Google AdWords for the first time may introduce you to some new terminology. Here are some of the most commonly used AdWords terms.

**Cost-per-click (CPC):** Under its cost-per-click (CPC) pricing model, AdWords charges your account for each click your ad(s) receives. You won't incur any costs if your ad is displayed for a search query and users don't click it.

**Quality Score:** Quality Score is the basis for measuring the quality of your keyword and ad and determining your minimum bid. Quality Score is determined by your keyword's clickthrough rate (CTR), relevance of your ad text, historical keyword performance, and other relevancy factors. The higher your Quality Score, the lower your minimum bid and price you'll pay per click.

**Minimum bid:** The amount assigned to a given keyword in your account based on its quality (or Quality Score). The minimum bid is usually the least amount you can pay per click in order for your keyword to show ads.

**Clickthrough Rate (CTR):** Your clickthrough rate (CTR) is a metric that helps show how your ads are performing. The more relevant your ads are, the more often users will click on them, resulting in a higher CTR. The system calculates your CTR as follows:  $\text{Number of ad clicks} / \text{number of impressions} \times 100$ .

To learn about more common terms, visit our [full Glossary](#).

#### **The Google Network**

With Google AdWords, your ads are eligible to appear on the Google Network — comprising thousands of high-quality search and content sites and products across the web — in addition to Google search results pages. Electing to show your ads on the Google Network can greatly expand your marketing presence to customers you might not have reached on Google alone.

The Google Network is divided into the Google search network and the Google content network. Advertisers can choose to show their ads on either or both of these networks.

\* Google search network: Includes Google search pages, search sites, and properties that display search results pages, such as Froogle and Earthlink. AdWords ads can appear alongside or above search results, as part of a results page as a user navigates through a site's directory, or on other relevant search pages.

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\* Google content network: Includes news pages, topic-specific websites, blogs, and other properties - such as Gmail and The New York Times. AdWords ads can appear on a webpage if the content and URL of that page relate to the ad.

To learn more about the Google Network, see the [Search and Content Targeting](#) lesson.

### Language and Location Targeting

A significant benefit of AdWords is the ability to target your ads to almost any language and location worldwide. For example, you can target your ads to Spanish speakers in California or to Portuguese speakers in Brazil.

This language and location targeting functionality lets you tailor your ads and promotions to increase your business's appeal to a variety of audiences.

To learn more, see the [Language and Location Targeting](#) lesson.

### Placement Targeting

AdWords offers two types of advertising models:

- \* Keyword-targeted advertising
- \* Placement-targeted advertising

Keyword targeting is Google's traditional advertising model, whereby advertisers select keywords that can trigger their ads to appear on Google search pages and on the Google Network. (Unless specified, most of the content in the Learning Center focuses on keyword-targeted advertising.)

Placement targeting lets advertisers choose individual sites in the Google content network where they'd like their ads to appear. A placement can be an entire website, or it can be a subset of pages or ad units on a site, as defined by site's publisher. For example, a news site might offer you the chance to place your ads across its entire site, only on its front page, or just in ad units on the upper half of its sports pages.

Placement targeting gives advertisers even greater flexibility to control exactly where their ads show. To learn more, visit the [Placement targeting](#) lesson.

## [C. Benefits of AdWords](#)

## AdWords Benefits

### **AdWords advertising lets you:**

- \* Target your ads specifically to people who are looking for your products or services.
- \* Avoid showing your ads to users who aren't likely to purchase from you.
- \* Obtain the maximum return on your advertising investment.

**Reach:** Each month, approximately 80% of Internet users in the United States (and hundreds of millions more worldwide) view AdWords ads. AdWords can offer you instant access to this vast audience of potential customers.

**Cost:** AdWords is cost-effective for businesses of all sizes.

- \* You can choose to pay for ad clicks (CPC) or for impressions (CPM).
- \* Because you can choose your own CPC or CPM amounts, you decide how much you'll pay each time someone clicks or views your ad.
- \* There's no minimum spending limit. In addition, you can set a maximum daily spend (daily budget) that the AdWords system won't exceed.
- \* You can edit your budget settings at any time.

To learn more about AdWords pricing, see the [Pricing and Ranking](#) lesson.

**Timing:** Google AdWords ads engage potential customers at precisely the right moment — when users are actively searching for information (keywords or content) related to your business. Your AdWords ads ensure that your website is only a single click away.

### **Flexibility and Control:**

- \* You can edit an existing ad, then see your updates within 15 minutes.
- \* You can edit your account at any time, as often as you like. AdWords is available 24 hours a day, 7 days a week.

Ads start running for the first time almost immediately after you activate your account with your credit card or direct debit information. (Advertisers in certain countries can pay by bank transfer. In this case, ads run when we receive the first payment).

## 2. Getting Started with Google Adwords

### How much does AdWords cost?

In the Google AdWords program, the cost of your campaigns really depends on you - how much you're willing to pay and how well you know your audience. It all boils down to knowing your own goals and letting us know what they are.

There is a nominal, one-time activation fee for Google AdWords. After that, you pay only for clicks on your keyword-targeted AdWords ads, which you can control by telling us how much you're willing to pay per click and per day.

For example, a new advertiser paying in USD can activate his/her AdWords account with just US \$5.00, and can then choose a maximum cost-per-click (CPC) from US\$0.01 – US\$100.

Daily budgets start as low as 1 cent up to whatever limit the advertiser is comfortable spending. Site-targeted ads require a max CPM price of USD\$1.00 or local currency equivalent per 1000 impressions. Are there spending requirements, a minimum contract length, or other qualifying terms?

There is never a minimum spending commitment when you sign up for AdWords. No minimum contract requirements or other 'lock-in' rules apply. You have complete control over how long you participate in AdWords, and you control the maximum you want to spend per day. This is the same no matter how you choose to pay for your advertising.

**Billing Daily Budget Quick Note:** There is no "monthly budget" as such within AdWords, just your daily budget. On most days, your daily spend will be slightly less than your daily budget. However, occasionally your daily spend might be a little more. All they're saying is that over the course of a month, your campaign will not cost you any more than your daily budget times the number of days in the month; regardless of any individual days' over delivery. So, when you add your daily budget please stay clear on this.

For example if you want to spend \$100 USD per month with adwords you have to do the following math:  $100(\text{your budget per month}) / 31 (\text{days for the current month}) = \$3.2 \text{ Daily Budget}$ . In this case you may spend per day more than \$3.2 but not more than \$100 per month. This can cause your campaigns to be paused some days because your limit budget.

## When do my ads start running?

Once you've completed the account creation process, you'll need to activate your account. The Google AdWords team will send you an email asking you to click on a specific link to verify your email address. After your address has been verified, you can log in to your new account.

You'll see a message asking you to submit your billing information. Your ads will usually appear on Google within a few minutes after we've received your payment, with timing depending on the payment method you've chosen (credit card, bank transfer, etc.). You may notice that your ads appear on Google before appearing on Google partner sites. This is because all ads appearing on our partner sites must be reviewed for compliance with our Editorial Guidelines before they can run.

Read the [Editorial Guidelines](#).

Starting on Google Adwords is not difficult but also is not an easy stuff like many affiliate marketers tells you on their recent ebook. Before you get started with Google Adwords you should put in mind that this is an Online Business and not a game. You will definitely, lose money as well earn money depends on your success with your campaigns. To make a success Adwords campaign you need to test the Ads you wrote in the campaign, Landing page, keywords and even the product you are promoting.

I will give few major general tips on Adwords, tips on how to write a killer ads, and how to create a "great" quality score landing page. Before, I would like to take a look at how to get free adwords vouchers so you will not spend your hard-earning money before learning the Adwords system.

## 3. Get Unlimited Free Adwords Vouchers



You are new to affiliate marketing and want to advertise your affiliate programs through PPC? Or maybe you are afraid to spend your hard earning money into Pay Per click advertising and fail into

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this business? Vouchers can ‘may be’ your solution while you test some campaigns and keywords and see if it is high-converting without spending any cent just the voucher credit. If you have been on forums that offers a category with “Buy & Sell” / “Vouchers” you may have seen bunch of people selling those vouchers for few dollars, now you will know how these people got those vouchers and sell them through the forums.

If you want free Adwords, Yahoo or MSN Adcenter voucher is because you are an Affiliate marketer or want to advertise your products, services or website online. Also as an affiliate marketer that want to advertise into ppc will need many landing pages and many domain names.

This is why hosting companies offer free advertising vouchers to their customers, because they know that a website needs to be advertised in one way or another. But how to invest in a [hosting](#) account and get the most of it? Let’s start with 1and1:

### **X 1and1 Method**

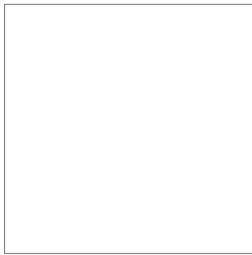
They offer 4 hosting packages from \$3.99 to \$19.99. Check this table:

adCenter	AdWords	Yahoo!	Citysearch	Hosting Price
\$50 voucher	\$25 voucher	\$25 voucher	\$25 voucher	\$3.99
\$100 voucher	\$50 voucher	\$50 voucher	\$50 voucher	\$5.82
\$200 voucher	\$100 voucher	\$75 voucher	\$100 voucher	\$19.99

Note that \$4.99 package is the same as \$3.99 so no need to compare or even buy this hosting package (if you mainly reason is to get free vouchers).

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So do some maths: If you spend \$3.99 you will get \$125 worth of advertising vouchers. If you spend \$19.99 you will get \$475 of free vouchers. If you check in forums where they offer buy & sell you see people selling \$100 adwords vouchers for \$12-\$30. Where do you think they got all those vouchers? They spend \$5.82 and sell each voucher for \$12-\$30 that is a huge profits, but as a wiser person. You can get better profits using those vouchers as an affiliate marketer. To get a better offer you may check [land1 coupon codes](#) and see if one of them works. You can buy with them as many hosting accounts as you want, more hosting accounts mean more vouchers (and is not illegal).



### **X Other Hosting Companies that offer Advertising Free vouchers**

- 1. [An Hosting](#) \$50 Yahoo, \$25 Adwords, \$25 Enhance and \$20 Search 1-2-3.
- 2. [Bluehost](#) \$50 Free Yahoo Credits.
- 3. [Dot5 Hosting](#) \$30 Google AdWords Credit and \$50 Yahoo! Search Credit .
- 4. [Host Rocket](#) \$50 Yahoo! .
- 5. [Omnis.com](#) \$30 Adwords and \$25 Yahoo! .
- 6. [MidPhase](#) \$50 Yahoo Ad Credit, \$50 Microsoft AdCenter Ad Credit, \$25 Google Ad Credit, \$25 Enhance Ad Credit and \$25 MIVA Ad Credit .
- 7. [iPowerWeb](#) \$30 Google Adwords and \$50 Yahoo! .
- 8. [IPOWER](#) \$30 Google Adwords and \$50 Yahoo!.
- 9. [123-reg](#) For Only £2.99 you can get £30 Google Adwords vouchers and £50 MSN adCenter vouchers. This seems the best offer from this list

## X [Godaddy Method](#)

Unfortunately [Godaddy](#) is not offering free voucher for shared accounts but they offer for VPS/Dedicated server or Reseller account.

**VPS/Dedicated Server** Here is the Link for the page: [Dedicated Servers at GoDaddy.com](#)

You can start with \$29.99/mo on a vps and you will get: FREE! Up to \$75 Google® AdWords® Credit and FREE! Up to \$200 Microsoft® adCenter Credit. You have to choose the option 2: Build your own virtual dedicated server and choose the “free” options or the lowest in price options.

Pay for 1 month and done you got \$200 Adcenter vouchers (Which are the most important here, because adwords vouchers you can get higher on 1and1).

If you choose dedicated server will cost a more (\$79 per month, if you choose option 2) but with the difference that you will get a \$125 adwords voucher and \$200 Adcenter voucher. Reseller Account Here is the Link for the page: [Godaddy Reseller Accounts](#)

**[Basic Reseller](#)**: \$99 per year. \$75 Adwords and \$100 MSN Adcenter.

**[Pro Reseller](#)**: \$199 per year. \$100 Adwords and \$100 MSN Adcenter

**[Super Reseller](#)**: \$229 per year. \$125 Adwords and \$200 MSN Adcenter.

Ok you may think that is stupid to buy a reseller account to get vouchers, but keeping in an Affiliate Marketer mind you will get extra benefits like getting domain names for much less (if you sell your own domains). Check this article [Make Money Online with Reseller Hosting and Domain Names](#) that is another benefit from buying a reseller account from Godaddy.

Now let's change our mind to an evil one (This is not recommended because for my point of view this is cheating. But seems that Godaddy point of view is not). If you read well on the reseller page, you can see that there is a 30-day Money Back Guarantee. Now when you get this account, spend the vouchers in 10-15 days and ask for your money back. That is \$325 on vouchers for free.

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Let me repeat this, this is not recommended but if you follow my posts for example [Tips to Improve Your Alexa Ranking](#) I usually put the “good” and the “bad” ways. I have read many books that tell you. When you are in a business you have to know the “Black” and the “White” way. When you know this stuff and someone tries to sell you e-books or techniques (on forums or ebooks) on how to get

“Unlimited vouchers” or something similar, you will thank me 😊 because usually that is the B.S that they sell you.

If you didn’t follow my previous posts about getting free vouchers here are some of them that might be interesting to you:

### ➤ [Free Advertising Vouchers Credits](#)

➤ [Start with £60 credit in your new Yahoo! Search Marketing account](#)

➤ [Free \\$199 Yahoo Marketing Voucher!](#)

## 4.14 Tips on Adwords Begginers

All of this has been mentioned before here, but I couldn’t find a beginners post like this so I thought I’d quickly put one together. I’m sure there’s inaccuracies in here, so feel free to pull me up on them (because it will make it more useful for anybody just starting out with adwords and keep me from talking bull) and add your own beginners tips [here](#).

### ➤ **1. Don’t use broad matching**

At least not to start off with. What’s broad matching? From the horse’s mouth:

“If you include general keyword or keyword phrases-such as tennis shoes-in your keyword list, your ads will appear when users search for tennis and shoes, in any order, and possibly along with other terms.”

With expanded matching it becomes even harder to know when your keywords will show, because Google will pick them algorithmically.

Broad match is usually used by experienced advertisers looking to save time (usually with a long list of negative keywords) or by lazy advertisers, who may not have the time or the inclination to target their campaigns. Broad matching can also be the right way to go for parts of certain kinds of campaign, but wading straight into it can be dangerous.

Note that in the next section I will place the benefits of using all matches in Google adwords. But as a begginer I will recommend to use exact match (As a begginer).

### ➤ **2. Use global negatives**

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If you're selling something, you don't want people finding your ad if they're searching for free stuff. This sounds obvious, but do some searches and you'll see it happening. Use the word 'free' in your campaign global negatives. You can also use this for other words you don't want to turn up for. Using negative keywords is especially important if you're using broad matching.

### ➤ **3. Turn off content targeting and search network**

Do you know where to look at these ads? No. Leave them alone until you feel confident that you know where they'll be showing and that you can make them work – get comfortable with Google first. Conversion rates and CTR's change dramatically for each search property, not to mention content targeted ads. Get acquainted with Google before you move on to the others.

### ➤ **4. Test different creatives and positions**

How much of a difference will being in the first position, as opposed to the second, third or sixth position make, for your net profit? The answer is that it depends on your creative, industry and who else is bidding on your keywords. The bottom line is that you should know. Test your creative in each position and work out where it will be most effective, from an ROI point of view. Remember also that the adwords ranking algo works on a CPCxCTR basis (it's actually more complicated than that, but that gives an idea as to why out of two ads with similar CPC's, one will be higher because of a higher CTR)

You can also test your creatives. Write 5 or 6 different ads and set them to run evenly (Google will run the one which performs best by default, but you can set them to run evenly in your campaign settings). The creative which gives you the highest ROI is the one you should go with. You should probably run this kind of test for more than just a day.

### ➤ **5. Optimise your landing page**

The landing page is the page which the person who clicked on your ad will see when they come through to your site. Don't use your homepage as your landing page unless it deals only with selling the product you're advertising. For instance, if you're selling posters, have a landing page for 'flower' posters and a landing page for 'car'. You can even go one better and have a landing page for each poster – so you'll have a page for 'sunflower posters' and 'bmw 5 series posters'.

### ➤ **6. Optimise your creatives**

Optimising creatives is another topic entirely – but there are some easy wins (depending on, again, the strategy being appropriate for your campaign): one, for example, is using a keyword specific url. If you're selling Nike AirWalk shoes you might want to set the URL on your creative to display as: [www.example.com/nike/nike-airwalk](http://www.example.com/nike/nike-airwalk). Keep in mind that this has no relation to the real click through URL – but it looks better than your domain name – and certainly better than a long line of numbers. Keep this relevant however, because otherwise you could cheese people off if they don't find what they're looking for.

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Another easy win is to not include superlatives, like ‘world’s best’ and ‘most loved product’ or ALL CAPITAL LETTERS. Google will just disapprove them. If you do mention a price or something else (like: the UK’s best selling mobile phone) then you must back that up on the landing page for the ad.

One of the most important things to remember that the ad copy is one of the most crucial things for making people click through. This sounds obvious, but there are a lot of very bad creatives out there.

### ➤ **7. Track conversion and ROI (Return On Investment)**

Track everything. Google will track impressions, clicks and click through rate. Just because an ad has a high CTR doesn’t mean that it is making you money! You can use Google’s own conversion tracking codes, or you can use your own software. If you don’t know how each keyword is performing – then you won’t be able to optimise your campaigns, by turning off the keywords that aren’t working and investing more in the keywords which are.

### ➤ **8. Work out your CPA (Cost Per Acquisition)**

How much is each sale costing you? Are your Google adwords listings performing as well as your Overture listings? Your SiteMatch listings? Your offline marketing? You should know how much you’re paying for each order/sale/download/enquiry/whatever on each channel – only then will you be able to set CPA targets to work towards and know which channel is best for you.

### ➤ **9. Don’t enter into bidding wars**

It is easy to get into bidding wars with your competitors. You want to be number one and so does your competitor. The best thing to do is to take a step back, ten deep breaths and consider how important it really is to be in the number one spot. If you can justify it, fine but otherwise: let your competitor be number one, slot into the number two slot and wait. If you have a better product, your clickthrough rate will get you to the top – and you’ll still be paying the same as you were in the second position.

More and more people are using automated bidding software. This software will update at a set interval to keep the ad in the desired position. Doing battle with this kind of software is even more frustrating and less rewarding than trying to outbid a competitor.

### ➤ **10. Set a weekly budget and stick to it**

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When you're first starting out this is really important. Adwords is addictive, and like anything else addictive, it can quickly get out of hand. A keyword may convert like nobody's business one day and die the next. Make sure you know a keyword is working (more importantly, know why it is working) before you invest more.

### ➤ **11. Geotarget**

Geotarget your ads to the relevant audience. It can be done when you set up a new campaign and in your campaign settings. If you want to show on .com that's fine, but remember that you can geotarget to individual countries and even cities (you can target regions in the US, UK, Canada, France, Germany, Italy, Japan, Spain and the Netherlands). The more targeted users feel that your ad is, the more likely they are to click on it.

### ➤ **12. Organise your campaigns into adgroups**

This will make it easier for you to know what is doing well and what isn't – especially a year later. If you're selling shoes have a campaign not just for running shoes, but for Nike, and then an adgroup for each Nike model.

### ➤ **13. Keep a close eye on your competitors**

Is your competitor doing something better than you? What keywords do you share with your competitors? Can you discern their strategy? Do they use automated bidding software? Do their landing pages have some magic which you should be emulating? This is the sort of stuff you can find out and the kind of stuff that you need to know.

### ➤ **14. Enjoy it and keep reading [Googlelady.com](#)**

In Googlelady.com you will find everything related to Google Adwords, Google AdSense, Affiliate Marketing, Ways to make money online, Marketing, Affiliate programs, Blogging tips, Contextual Advertising and much more. Please feel free to subscribe to my [RSS](#). Or get updates via email:

## 5. What are the benefits of using all matches?

- **Reason #1:**

You get to know stuff which you wouldn't know normally know. For example,

red widgets —>(1000 impressions)

[red widgets] —>(300 impressions)

“red widgets” —>(500 impressions)

So only 300 surfers are typing the exact keyword. 500 impressions were recorded because surfers typed in “red widgets something”. 1000 impressions were recorded because surfers typed in “red something widgets”.

You can use this information to further optimize your campaigns. If you happen to discover the keywords that surfers are typing in, you can modify the ad copy to get more clicks. You can discover these keywords either by using Google/Overture keyword suggestion or by checking your logs.

- **Reason #2:**

The assignment of keyword status (at risk, slowed, disabled) would be delayed since the impressions are split between the three variants of the keywords. This can be very useful if your keywords are not getting good CTR.

- **Reason #3:**

Exact match keyword might have higher conversion rates (generally it does). So you can assign a higher CPC for [red widgets] and lower CPC for “red widgets” and red widgets.

## 6. 49 Killer Adwords Tips

Those tips on adwords have been re-collected from forums/sites, as well as my own experience. If you have new ones, please share it with us and let's create the best adwords tips on the net without buying those useless e-books.

**Note/Advice: Some people will not agree with those tips, If you are one of them please comment and say which tips you don't agree and why.** You are free to comment [here](#).

- 1. I would say, be very patient and be ready to lose money before making some. The point is, even with the best techniques, you need to lose some to win some.
- 2. Ignore what everyone else is doing - bid the amount that makes YOU the most money, whether that puts you 1st, 5th or 55<sup>th</sup>.
- 3. Narrowly focused ad groups, each one a variation of a single keyword.
- 4. Go for misspelled keywords and keywords written as one (i.e cheapotels instead of cheap hotels). There is lots of traffic for these type of keywords at only a fraction of the cost.
- 5. Pick keywords that don't cost more than they are making you! Track your clicks very carefully and ad groups as much as possible.
- 6. Always track keyword conversion, and split-test both your ads and your landing pages.
- 7. Highly specific long tail keywords, divided into very tightly focused ad groups.
- 8. Extreme relevance between keywords, ad text and landing page content (This works if you are an affiliate marketer).
- 9. High quality landing page with loads of content, bearing links to and from sites which rank high for the keywords in organic search results.
- 10. Continual experimentation for optimization - even if killer results are already being observed.
- 11. Use dynamic ads: they help increase the CTR considerably, thereby bringing down the cost.
- 12. Trial and error to see what makes most money for price paid is always best.
- 13. I would say to make sure you get inside your customers heads.  
for example...  
There are a few types of visitors...  
The browser. The buyer. The person who wants freebies.  
The browser is interested in something to do with a particular product, but isn't sure if they

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want to buy. The buyer is searching on laser targeted keywords, usually keywords with the brand name in them and the guy who wants freebies is the kind of jerk that looks for anything that is free (or in marketing, buy through his own affiliate link).

Let's take the example 'Dog Training Guides'. Many affiliate marketers bid on that term, but I don't. Why? Because visitors are likely to type that into a search engine, come to a review site with the ClickBank product 'Sit Stay Fetch' ranked #1. Afterwards, the visitor types in 'Sit Stay Fetch' into Google and ends up purchasing from one of the sites that appears for that term. So basically, the site advertising on the keyword 'Dog Training Guides' has practically given a sale to the guy promoting 'Sit Stay Fetch' under the term 'Sit Stay Fetch'.

Here's a few things you should know...

### **IF YOU ARE NOT MAKING SALES**

If you are not making any sales at all then you do not have a crowd that is hungry enough. OR, you are presenting a hungry crowd the wrong product. So in the end they don't buy from you.

### **IF YOU ARE MAKING SALES BUT NOT PROFIT**

If you are making sales but not profit then the vendor's product is decent but they may not be giving you enough commission. OR, you simply just need to delete your non converting keywords.

### **IF YOU ARE MAKING INCONSISTENT SALES**

This is very common with Marketing products where the market is fickle. You need to find out where your traffic is coming from.

14. The one thing I haven't seen mentioned yet (and maybe because I am in a local service industry, not a national retail site) is **use lots of negative keywords** to keep away non-customers and drive up your CTR.

I'm a psychotherapist, and use negative keywords like "free" "book" "association" to keep people who wouldn't be interested in my ad, or who I wouldn't want to spend my \$2-\$3 coming to my site.

15. Although it is somewhat tedious, I find that having very specific campaigns is more effective than blanket adgroups.

For example, if you have following products:

- a) Product X Basic
- b) Product X Small Business
- c) Product X Enterprise

I would have 4 ad campaigns. One for blanketing searches on variation of "Product X". Other 3 groups would be tailored to the specific products. The ad text should be tailored to fit the campaign so it reinforces what people are searching. Helps grab their attention when there are so many other competition ads.

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16. I suggest go for a key phrase that's a moderate one. Like if there are 10000 searches for the main key phrase. You go for the one that has abt 3000 searches.. and you'll get real traffic with lesser investment

17. **dynamic keyword insertion:**

I have a few ads running with it still, seems to be fine for me. Remember that if the keyword phrase is too long it's going to use the default phrase you use when creating the keyword insertion.

Also, if you've set up the position preference for the top 1-3 placements you may not be seeing the ad because it's still needs approval.

When running with the position preference The best the ad can do is show on the right hand side. If the keyword phrase in question shows AdWords ads in the blue above the search results those placements will be considered 1,2, and 3, leaving the right hand side to start at 4. This means your ad will never show until it's been approved because you have it set to only show if it's in the top 3 and google won't let the ad show in that keyword phases top 3.

Not sure if that helps any.

18. **Best Way to Lower CPC? The easiest ways:**

With adwords, is simple. You must bid high on the beginning, like for the top or second position. This way you will get more clicks (although more expensive) but you will rank better on relevancy, and quality score.

After just a few days you will check that the minimum bid needed for a specific keyword had been lowered. For instance, let's say you advertise on the keyword youtube. You would want to deactivate content network ads this time...

Now let's say that the youtube keyword minimum bid is 1 dollar. The guy on the top position is bidding about \$ 1.5

You shall bid 1.55 (leave some cents margin) for let's say, 3 or 4 days. At the end of day 3-4 you will see that the minimum bid have dropped to 80 cents. You can now lower your bid to 1.45 and still be in the top position due to quality score.

The whole process repeats itself until the minimum bid for that keyword reaches 20 cents. This way, you can bid 35 cents for that keyword, and still be on the top position, while the other guy is bidding 1.50 and in the second place.

I've tested this way several times, with all keywords. Working the quality score is very important. Use smaller groups of keywords and ads and monitor closely. Remove keywords and put them into different ad groups if they do not perform to get the good ad groups well positioned. Bid higher initially to get a 'forced higher CTR%'. Then gradually lower your bids and hope that your position maintains. But this might take weeks to slowly lower it till you're paying real low bids & still getting good positions.

One trick is really to tweak your Adcopy to make it look interesting. There have been documented examples, that between a well-written ad vs a unique ad, usually the unique ad wins. (not across all markets!)

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→ Eg:

→ Auto Loan Quotes  
Get Your Auto Loan Quotes Here.  
Fast. Free. Instant Approval.  
www.yourdomain.com

→ v.s.

→ Auto Loan Quotes  
.  
Free Quotes - Get Them Here.  
www.yourdomain.com

This is just an example of how ‘white space’ can be used, and I have seen people with CTR in excess of 10% for ads like this. But if you’re focusing on conversions rather than CTR%, then forget this altogether as they are probably not pre-qualified traffic.

### **Improving CTR & Conversions**

- 19.) Use the core/parent adgroup keyword three times in the ad text and display URL.
- 20.) Bid on all three match types for every keyword/keyphrase: broad, phrase, and exact. (This will get you more clicks for your money).
- 21.) Bid higher on terms that have been converting well.
- 22.) If continual ad performance improvement is one of your goals, on campaign settings, change Ad Serving to “Rotate: Show ads more evenly” from the default “Optimize: Show better performing ads more often. Then A/B split test your ads.
- 23.) Sign up for LowerYourBidPrice’s Winner Alert’s, letting you know which ad wins statistically without having to manually check every adgroup all day long.
- 24.) Use a relevant call to action in your ads (Avoid clichés such as “Click here.” which won’t be approved by Google anyway).
- 25.) Here are 13 calls to action verbiage ideas: Browse our store, Submit Your RFP (RFI), See our client list, Free Shipping, Order today, ship tonight. Download our brochure, Free Consultation, Free demo, Free quote, Free Report, Start now, Call 24/7.
- 26.) Make ad display URLs more relevant by adding a slash /keyword. Example Keyword: Red Shoes. www.companyname/redshoes.

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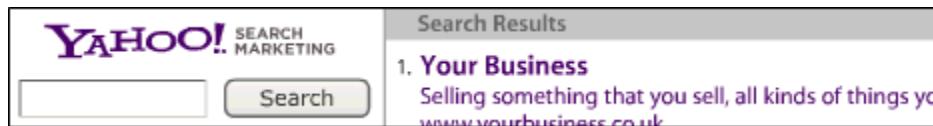
- 27.) Make separate ad groups for keyword plurals for better bolding (note YSM bolds plurals in ads, Google does not, unless keyword is plural and keyword in ad is plural).
- 28.) Use prices in ads if:
  - Lower than competition
  - Competitors are not using prices.
  - You are selling highly competitive commodity item in which people shop on price.
  - May reduce CTR, but improve conversion rate by weeding out a certain percentage of non-buyers.
- 29.) Use specifics in ads: Percentages, names, product specs. Examples: Raise profits by 25%. Cut margins by 20%. Decrease skin oil by 10%.
- 30.) Use quotes & third party endorsements when factual and can be verified by Google. Ebert "Best movie 2007." Oprah "My top five book."
- 31.) From time to time use hyphens instead of commas as a slightly less common, and possibly more attention grabbing grammar tool.
- 32.) Use the words New and Free when true and appropriate.

### *Account Efficiency Techniques and Time Savers*

- 33.) Download the AdWords Editor to copy and paste campaigns and adgroups easily (a must before doing #16)
- 34.) Separate & duplicate all campaigns and use one for Google + search partners and the other for the content network so you can see how each is doing from quick bird's eye view without having to drill into each campaign.
- 35.) Clean out account of keywords with zero impressions after two months.
- 36.) Cross channel all other ppc platforms in order to see clicks and conversions from Yahoo!, MSN, Ask, Miva, Business.com, etc, all from your AdWords interface.

- 37.) Download account info into a csv using the AdWords Editor and send it to Yahoo! and MSN so they can bulk upload it. Do this after thoroughly optimizing the account, so your other ppc platforms mirror the same structure and keywords as your efficient AdWords account.

\*\*Yahoo! is doing this for free just for a limited time because of the platform change. They will accept bulk uploads regularly if you spend 6k a month for three months. MSN only offers you one chance to do this. Give them a call and get the details.



### *Optimizing & Cutting Untargeted/Wasted Clicks*

- 38.) Incorporate account wide and adgroup negative keywords by studying raw query strings which trigger your ads and eliminating non-relevant terms.

### *Increase Targeted Local Traffic*

- 39.) For every campaign, duplicate it. Have one campaign that is manually geo-targeted for generic key terms/phrases and the other campaign for the same terms but with city and/or state added to the beginning or end. Example, one campaign has an adgroup for the key phrase Contract lawyer dallas which shows to all of US, another campaign adgroup had the generic key term contract lawyer, but will only show in Dallas.
- 40.) On the city/state stemmed keyword campaigns and adroups, use the state or city terms in the ad description text for more bolding and higher CTR.

### *Decreasing Cost Per Click*

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- 41.) If working with a larger budget, and you plan on constantly improving your ads, bid high to be #1 long enough to allow quality score to continually decrease your cpc.
- 42.) Enable content bids and bid separately for the content network. Typically start ½ - 2/3 lower and bid higher according to conversion rate.

### *Ad Space Savers*

- 43.) Instead of using the word “and” use an ampersand (&). It takes up two less characters and gives you more room to sell.
- 44.) Use certain understood and acceptable abbreviations to save space. Using AdWords As Market Research for SEO
- 45.) In the Reports tab, run a keyword report and look at high search impressions (not content targeting) on exact matches. Check for organic competition under those, and put your organic SEO efforts toward those keywords for even more clicks and conversions.
- 46.) Use a savvy analytics supplement to GA and study the raw query strings (GA does not show without special scripts and/or filters) that triggered your Google ads. Use the relevant buffering terms for added SEO as well as specific and relevant keywords for new ads.
- 47.) Keep ads running even when high on organic search for specific keywords. Having an organic listing and an ad has a 1 + 1 = 3 reinforcing each other and increasing the likelihood at least one will be clicked. Miscellaneous No Brainers.
- 48.) Set up at least two conversion codes. This is a no brainier and belongs on a beginner’s list. If you don’t do this, you are flying blind or basing results on the “gut feeling” email leads and incoming calls are coming from ads and web presence.
- 49.) Apply for pay-per-action and use it. Bid according to how much you are currently paying for leads. If you don’t know that, run a keyword report and find out how much you have to spend before a click turns into a lead. This should be simple if you have your conversion codes set up.

## 7. Adwords Copywriting Secrets for Beginners

As you progress in your Google Adwords efforts, sooner or later you run into this- no matter how great your keyword choices are, unless you can make good ads your campaign is dead in the water. What is the secret of a good Adwords ad? Read on and find out.

The biggest problem you face is that Google considers a “good” ad to just be one that gets clicked on the most, but you need an ad that is going to bring people to your site that are actually real customers, and not freebie seekers, if you are going to actually make some profit.

That is one of the hardest things about Adwords, it is actually a delicate balance between ads that get clicked on a lot, that Google considers “relevant” and the ads that have the highest possible return for your advertising dollar, which are often not the same thing.

This article is going to present a few ideas starting at the basic level, and then continue with some pro refinements to add to your Adwords campaigns.

### **GETTING TO SQUARE ONE WITH GOOGLE**

#### **A lot of marketing of anything is like a funnel:**

At the biggest end of the funnel you need a lot of people that are coming into your store.

Not all of those people are going to become customers but your advertising has brought them in, so they are mildly interested in what you have to offer, and they are willing to take advantage of free information and learn a little bit more. They are easily turned off.

A certain percentage of those people above will be willing to take your free pamphlet, or give you their email address to sign up for your free newsletter or download something that they think will help them learn more.

A certain percentage of THOSE will call, contact a salesperson or if it is a small item, buy it right there.

An even smaller percentage will become your customers, and if you do a good job, become your lifelong customers, and buy more products from you.

These percentages make or break your business, regardless of what you are selling.

How does this relate to Adwords? Your Adwords strategy should mirror your marketing strategy for

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your entire business, with a couple of added tweaks.

The first thing we are going to do is, for the people that are frustrated with their Adwords campaign, getting words inactive or disabled and not being able to really get the campaign off the ground, we are going to build the first part of your marketing funnel, which oddly enough is exactly what Google wants you to do!

### **What Google wants is relevant search results.**

This probably won't ever change, and hasn't changed in at least 5 years now. If you can deliver an ad that delivers relevant content to what a person is searching for and offers the solution to that problem as a benefit statement, you have won half the battle right there.

There is more to this than you think, and tapping into this Adwords secret is actually a major marketing secret, if you can do it. Some people can't. What you need to do is...(drumroll please).

### **PUT YOURSELF IN SOMEONE ELSE'S SHOES.**

Can you do this for real? If you are in an argument with your wife can you stop and look at everything exactly like she would? Can you look at the world the same way the mechanic does who fixes your car? If your kid wants candy, can you actually look at the world like your kid would?

If you can, you have mastered the ultimate Adwords copy writing secret, and the secret of master marketers. Or to say it a different way, its not about YOU, its about THEM Here is how to use this secret in Adwords, and why you need to use it to the hilt:

When people search for something on the internet, they never go with the intention of buying something, they go to research and find out about things, and they usually want their information FREE.

They came to the search engine in the first place because they wanted to solve a problem. Find out what that problem is, and give them the solution to that problem *AS A BENEFIT STATEMENT* and you will kill most of the other Adwords advertisers out there in your market.

The key, the mantra from Google is relevance.

The key for you, is relevance, and what problem are they trying to solve with doing that search.

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Lets say someone is searching for “cheap childrens shoes”

That problem is obvious-the person wants some shoes for their kids, and doesn't want to pay a lot for them.

Ok Sherlock, now answer these questions:

- ✗ Is the searcher a man or a woman?
- ✗ How old is the searcher?
- ✗ What is their economic status?
- ✗ What kind of house do they live in?
- ✗ What kind of computer are they probably using?
- ✗ Are they a Democrat, Republican, or Other?

You are right- You don't know. But there are some statistical probabilities if you are in the US.

There is a very high probability that it will be a woman, who is internet saavy, and there is a good chance that her household actually has some good disposable income. In other words, she may not consider herself rich, but she is definately not poor, and probably considers herself a smart shopper as well.

So this ad should be written to HER if possible.

Just for fun, I went to Google, searched for cheap childrens shoes, and I found the following ads. Here they are, in order:

Kids Clothing

OldNavy.com Summer's Must-Have Styles For Kids- Old Navy - Fun, Fashion & Value

Children's Shoes

www.angelcovers.org Sandals that are fun for kids! The squeaks are a great parental aid.

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Those were on top of the page, we would consider those positions 1 and 2. Here are the ones on the right side of the page in positions 3-10:

cheap kids shoes

Over 300 shoe brands.  
365 day return policy at Zappos.  
[www.zappos.com](http://www.zappos.com)

Kid's Shoes at Shoebuy

Free Shipping. No Tax. All Sizes.  
Plus Free Returns & Great Savings.  
[www.shoebuy.com](http://www.shoebuy.com)

Kid's Shoes

Learn About ReNForce Sneakers -  
Durable Shoes for Your Active Son!  
[www.NewBalance.com](http://www.NewBalance.com)

Children's Footwear

Find the Latest Styles for Children  
At Affordable Prices - Shop Online!  
[www.JCPenney.com](http://www.JCPenney.com)

Compare Prices at BizRate

Bargain Prices.  
You want it, we got it!  
[BizRate.com](http://BizRate.com)

Find Shoes at Shoes.com

Shop Over 200 Brands at Shoes.com  
Free Shipping, Free Returns, No Tax  
[www.Shoes.com](http://www.Shoes.com)

Save on Discount Shoes

Save 35-70% on Discount shoes.  
Web Only Sale-20% off select items  
[www.SierraTradingPost.com](http://www.SierraTradingPost.com)

Sandals - Free Shipping

Your online shoe source  
Free Returns & 110% price match  
[www.shoedini.com](http://www.shoedini.com)

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Which ads were best? It depends.

The ultimate test is to do this same search 3 months from now and see who is still there. That is the ultimate test of what is “best”.

One thing is that the ads that are listed on the top of the actual search results have to have a minimum click through rate that is pretty high, in order to be featured there, and a pretty high cost per click, which is why you will often find big lazy corporations in the top spots.

They just pay for the number one spot, and in most cases that’s just the way it is. Just try to outspend them. You can’t. So in this case if you have a small shoe store, forget about trying to compete with Old Navy. That won’t happen.

As you look over the ads, you find a couple sandal manufactures, a shopping comparison site with a kind of generic ad, a shoe manufacturer, another major retailer, JC pennys, and a couple sites that seem to have exactly what the searcher is looking for, lots of shoes at discounted prices.

*So what copy would get you to click on these ads?*

Here’s the benefits, extracted out of all these ads:

- ✗ Discounts
- ✗ Fun
- ✗ Huge Selection
- ✗ Return Policy
- ✗ Lowest Price Guarantee
- ✗ Desireable Styles (only in the old navy ad)
- ✗ No tax

Note that if you have done your market research, you should know what the most important concerns are for your customers. The only way to know for sure is to ASK THEM.

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If you don't know the key benefits your target market is seeking, or what the key problems or concerns they are facing, you can't write an effective ad. For the purposes of this article we will just use these benefits above and assume they are correct. This might not be the case, and out of all these benefits only one or two will be the most important, but just be aware that market research fits in right here and is very important.

For now, we will just assume that our market research shows that shoe shoppers want low prices, great desirable styles, an easy return policy, lots of shoes in stock, and let's add fast shipping to that list for fun.

Remember all we want to do at this first level for you, the frustrated advertiser is make an ad that people will click on, so that your advertising program won't be constantly disabled by Google and you can actually start getting some visitors to your site.

What is the weapon? Let's stay with relevance first. One of the other advantages of relevance is that if you use the keywords in your ad that the user types in, Google automatically makes them bold by default. So you can get a bold ad for the same price as a regular ad, just by making it more relevant. This helps you, especially in the title.

Not one advertiser here actually used the actual search phrase in the title. So let's use that to our advantage. Here's a first try:

Cheap Childrens Shoes  
Childrens Shoes-Cheap Prices, Major  
Brands, With Free, Fast Shipping!  
[www.mysite.com/discount](http://www.mysite.com/discount)

In this ad, the title and most of the first line would be bold, which will help us. Also we are tweaking the display url, and using that as an additional, subtle benefit.

*Here's another idea:*

Cheap Fun Childrens Shoes  
Thousands of Name Brand Discounted  
Shoes, Shipped Fast with One Click!  
[www.mysite.com/freeship](http://www.mysite.com/freeship)

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This one does the same thing, but emphasizes convenience and instant gratification, something that works in lots of industries and something that internet surfers are notorious for demanding.

Like anything else, you have to try a few variations. I have no idea how well these ads would do, and I have no affiliation with any online shoe store or company, this is just based on a 30 second quick look of one search, but It is a decent first stab at it.

Now that we have conquered relevance, lets take the next step:

### **DON”T BE CHEAP**

When you have a couple ads that you want to test that you think are pretty relevant to the keywords, and you have the first ads to test, start out by bidding high enough to get your ads in the first 4 positions.

Make your budget enough that you will be one of the first ads that people see, so you can be fair about how it performs.

If you start off with the idea, “well I can only afford 30 cents a click” you have already lost the game. You might have a great ad, but if you bury it on the second page of search results you are going to have more automatic software visiting your ad than actual searchers, and your click through rate will be abysmal.

If your budget isn’t high enough your ad just won’t be shown enough for you to be able to tell how good it is. You need at least 200-400 impressions (times your ad was shown) for even the smallest test and the smallest budget, and Ideally all done the same day, or you will drive yourself nuts.

Once you have tested your ad, either it will have a better than .5 Click through Rate (this means one out of every 200 people clicks on the ad) or it wont. If it does, you can then optimize the price. If it doesn’t, keep testing new ads until you can get something that works.

Once you get your ad with at least a .5 click through rate you can then move onto more advanced concepts, including optimizing the price.

## 8. 31 Killer Writing AdWords Ads Tips



The higher up the search ladder you go, the more potential clicks you will receive since the searcher will see your ad first. This creates an upward spiral which if you can get on the right side of with relevant ad copy from the beginning, you'll end up paying less per click, and getting more clicks on your ad for the same daily budget.

Click Thru Rate is one of the determining factors to quality score, and hence the success of your campaign. As you can tell by now, writing the best and most relevant ad copy to achieve such high clicks is key. The most important part of writing a good Google Adwords ad is the headline.

The most important part of your Google Adwords ad copy is the headline. A poor headline can make or break an adwords campaign and leave you way out of pocket. Five times as many people read the headline than they do the description lines and display URL, so unless your headline captures the browser, your adwords ad won't get clicked on.

The simplest way to write headlines is to include the keyword in the headline every time.

When you know every [adwords tips](#) and how adwords works you may ask "How the hell I can write a successful ads that clicks and make a sale". That is one of the most important factors in Adwords, having a good headline that clicks and the most difficult one (for me at least!). Testing and researching over the net I have found many good tips that most affiliate marketers will not reveal.

- **Use questions that arouse curiosity or interest.** For instance, you can say Want to make \$10,000 in one hour?
- **You can also offer instructions..** Cure the cold in five simple steps, or How to keep your PC virus clean, would be interesting.
- **Tell a story.** There's nothing better to spark interest than to appeal to your audience's sympathy or empathy. Tell them a story like How I made \$10,000 in one hour, or I lost 50 pounds in two weeks.
- **Divulge information.** Claim something that only you know, such as The Mystery of Google AdWords. People will notice this, especially if they want to learn more about what you have to offer.
- **Claim unbelievable stuff!** People will be intrigued with Make \$10,000 in one hour or Keep thin without exercise. You can make it as absurd and unbelievable as possible, and people will surely

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notice!

- **Create (and maintain) trust.** The web is all about trust these days. Recommended by the Queen, would be good.
- **Compare** People love to go for what's better. You can say cheaper than Wal Mart or better than Coke. If you are promoting a product that their competition is a big well known company compare it in your ad. For example you are selling a book from a bookstore that is not well-known in the market compare it saying something like this: Amazon vs X name, and say in a few words the one key comparison why x-name is better than amazon

**1. The Three Dots:** Mindvalley Labs found this and was the first to publish it. They made a comparison about adding three dots in the final phrase of each ad, and it worked very well. Why it worked so well this method? it naturally tells people that there is more information waiting behind the add.

Winning Ad		Losing Ad																
<a href="#">Perry Marshall Exposed</a> Read This Before You Buy Perry Marshall... <a href="http://www.MindValleyLabs.com">www.MindValleyLabs.com</a>	←	<a href="#">Perry Marshall Exposed</a> Read This Before You Buy Perry Marshall <a href="http://www.MindValleyLabs.com">www.MindValleyLabs.com</a>																
<table border="0" style="width: 100%;"> <tr><td><b>Clicks</b></td><td style="text-align: right;">1,658</td></tr> <tr><td><b>Impressions</b></td><td style="text-align: right;">73,104</td></tr> <tr><td><b>CTR</b></td><td style="text-align: right;">2.26%</td></tr> <tr><td><b>Conversion rate</b></td><td style="text-align: right;">18.5%</td></tr> </table>	<b>Clicks</b>	1,658	<b>Impressions</b>	73,104	<b>CTR</b>	2.26%	<b>Conversion rate</b>	18.5%	Potential gain in CTR = +135% CR = +42%	<table border="0" style="width: 100%;"> <tr><td><b>Clicks</b></td><td style="text-align: right;">2,318</td></tr> <tr><td><b>Impressions</b></td><td style="text-align: right;">241,458</td></tr> <tr><td><b>CTR</b></td><td style="text-align: right;">0.96%</td></tr> <tr><td><b>Conversion rate</b></td><td style="text-align: right;">13.0%</td></tr> </table>	<b>Clicks</b>	2,318	<b>Impressions</b>	241,458	<b>CTR</b>	0.96%	<b>Conversion rate</b>	13.0%
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<b>Impressions</b>	241,458																	
<b>CTR</b>	0.96%																	
<b>Conversion rate</b>	13.0%																	

- **Tiny changes:** Small changes can make a huge impact in CTR. Even a word can make your ads to boost in CTR. Again, MindsValley Lab found this they had the word “**Changes**” into their ads and they changed to the word “**Change**” and that tiny change alone resulted in a 180% increase in the Click-Through-Rate.

Winning Ad		Losing Ad																
<a href="#">Silva Theta Healing</a> Change Your Energy & State of Mind Unique, Exclusive, Free Lessons <a href="http://www.silvaultramindsystem.com">www.silvaultramindsystem.com</a>	←	<a href="#">Silva Theta Healing</a> Changes Your Energy & State of Mind Unique, Exclusive, Free Lessons <a href="http://www.silvaultramindsystem.com">www.silvaultramindsystem.com</a>																
<table border="0" style="width: 100%;"> <tr><td><b>Clicks</b></td><td style="text-align: right;">142</td></tr> <tr><td><b>Impressions</b></td><td style="text-align: right;">7,780</td></tr> <tr><td><b>CTR</b></td><td style="text-align: right;">1.82%</td></tr> <tr><td><b>Conversion rate</b></td><td style="text-align: right;">23.9%</td></tr> </table>	<b>Clicks</b>	142	<b>Impressions</b>	7,780	<b>CTR</b>	1.82%	<b>Conversion rate</b>	23.9%	Potential gain in CTR = +180% CR = ~0%	<table border="0" style="width: 100%;"> <tr><td><b>Clicks</b></td><td style="text-align: right;">210</td></tr> <tr><td><b>Impressions</b></td><td style="text-align: right;">32,023</td></tr> <tr><td><b>CTR</b></td><td style="text-align: right;">0.65%</td></tr> <tr><td><b>Conversion rate</b></td><td style="text-align: right;">24.3%</td></tr> </table>	<b>Clicks</b>	210	<b>Impressions</b>	32,023	<b>CTR</b>	0.65%	<b>Conversion rate</b>	24.3%
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<b>Conversion rate</b>	24.3%																	

## [The Quality Adwords Guide by GoogleLady.com](http://GoogleLady.com)

Mindvalley folks explained why “Change” and “Changes” can cause such a big conversion difference:

The word “changes” insinuates AUTOMATIC change. The word “change” implies the act of doing something yourself. For example, if you were advertising a tool for cleaning for your dog:

“Dog-Clean-O-Matic Washes Your Dog Spotless”

Makes the reader see the machine as an automatic tool. Toss your dog into it and voila - the animal’s now spotless. You don’t have to do any dirty work.

On the other hand:

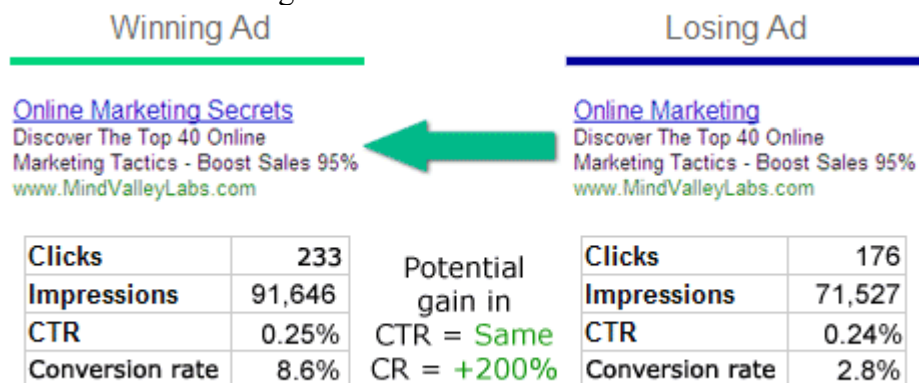
“Dog-Clean-O-Matic: Wash Your Dog Spotless”

Makes it seem like the machine requires YOU to do manual labor. Perhaps it nothing more than a fancy new kind of fur brush.

This distinction is important depending on the product you’re selling. In the ad above, we’re selling a relaxation CD: perhaps this is why the word “Change” relates better to the audience. They want to be in control when they go through this relaxation process. The word “changes” perhaps implies something where the participant lost control - as in hypnosis. It could be intimidating.

For other ads - in the case of software for example - I have seen the word “changes” work better. This could be because, for software, we want stuff that does the work for us automatically. So try testing both phrases on your ad.

➤ **The Power of The “Secret” Keyword:** One of the power headlines keywords is the word : Secrets and this resulted a huge boost in CTR +200%!



➤ **“You Need To” a powerfull keyword:** Another powerfull keyword is “You Need To” it usually makes people clicks less (people don’t like to be ordered) but the conversion is higher because you are visitors what to do. If they want to do it they will click on your ad.

## The Quality Adwords Guide by GoogleLady.com

Winning Ad		Losing Ad																
<p><a href="#">Armand Morin Exposed</a>                      You Need to Read This Before You Buy Armand Morin  <a href="http://www.MindValleyLabs.com">www.MindValleyLabs.com</a></p>		<p><a href="#">Armand Morin Exposed</a>                      Read This Before You Buy Armand Morin  <a href="http://www.MindValleyLabs.com">www.MindValleyLabs.com</a></p>																
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Clicks</td><td style="text-align: center;">51</td></tr> <tr><td>Impressions</td><td style="text-align: center;">7,941</td></tr> <tr><td>CTR</td><td style="text-align: center;">0.64%</td></tr> <tr><td>Conversion rate</td><td style="text-align: center;">27.5%</td></tr> </table>	Clicks	51	Impressions	7,941	CTR	0.64%	Conversion rate	27.5%	Potential gain in CTR = <span style="color: red;">-17%</span> CR = <span style="color: green;">+118%</span>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Clicks</td><td style="text-align: center;">127</td></tr> <tr><td>Impressions</td><td style="text-align: center;">16,459</td></tr> <tr><td>CTR</td><td style="text-align: center;">0.77%</td></tr> <tr><td>Conversion rate</td><td style="text-align: center;">12.6%</td></tr> </table>	Clicks	127	Impressions	16,459	CTR	0.77%	Conversion rate	12.6%
Clicks	51																	
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Conversion rate	12.6%																	

➤ **Keywords in Different orders:** If you have an ad group X and a keyword Y will not always work if you use the headline for the keyword Y. Using other extra keywords in the title will work much better. This testing will show you that the keyword Y is “Meditation Music” and mindvalley used in the title as well but adding extra keywords in the title “Music for meditation” worked much better and if you analyse it is the same keyword but in different order.

Winning Ad		Losing Ad																
<p><a href="#">Music for Meditation</a>                      Free Music For Meditation Exercises Increase Focus &amp; Eliminate Stress  <a href="http://www.GoldmanMethod.com">www.GoldmanMethod.com</a></p>		<p><a href="#">Meditation Music</a>                      Free Music For Meditation Exercises Increase Focus &amp; Eliminate Stress  <a href="http://www.GoldmanMethod.com">www.GoldmanMethod.com</a></p>																
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Impressions	8,750																	
CTR	0.52%																	
Conversion rate	2.2%																	

➤ **Capitalization:** This is one of the most important tip and the easiest one. Capitalize every keyword in your ad but do not capitalize the words: “in”, “and”, “on”, and those 2 words like “up”, etc... This small but powerfull tip can boost your CTR for 80%.

## [The Quality Adwords Guide by GoogleLady.com](http://GoogleLady.com)

- **Repetitive keywords:** Repeating words in your ads can decrease your CTR and Conversion. In this example (taken from Mindvalley “again”) shows that they repeated two keywords in the same ad, one in the title and one in the description “Start to”. Then they changed the title from “Start to” to “Learn to”. This tiny change boosted their CTR to +36%. Learn from this that with Google adwords there is no limit to optimize your ad even tiny changes.

Winning Ad			Losing Ad	
<u><a href="#">Learn To Heal Yourself</a></u> Start to Rapidly Heal Your Mind & Body. See Results In 2 Days <a href="http://www.SilvaUltraMindSystem.com">www.SilvaUltraMindSystem.com</a>			<u><a href="#">Start to Heal Yourself</a></u> Start to Rapidly Heal Your Mind & Body. See Results In 2 Days <a href="http://www.SilvaUltraMindSystem.com">www.SilvaUltraMindSystem.com</a>	
Clicks	199	Potential gain in CTR = +36% CR = +22%	Clicks	46
Impressions	15,089		Impressions	4,778
CTR	1.31%		CTR	0.96%
Conversion rate	24.1%		Conversion rate	19.6%

- **Think as a Google searcher:** Think as one of the visitors that want to search for the keyword that you are advertising. If you are advertising the keyword “Fat loss”, what you are willing to find? I assume that something “How to loss fat”, so the user wants to learn how they can loss fat. Add in your ads “Learn How...” depends in what kind of services, product or site you are promoting. Keep splitting ads and testing to see which ad will work for you.

- **The Keyword: Free:** The free keyword is one of the most powerfull keywords that you can add in your ads if it works with what you are advertising. If you are advertising a product, service or site that give you something free is a MUST to add it on the ad, your CTR will boost up for sure. This is an example from [MindValleyLabs](#):

Winning Ad			Losing Ad	
<u><a href="#">Learn How to Meditate</a></u> Easily Learn How to Meditate In 2 Days. Download Free Lessons <a href="http://www.GoldmanMethod.com">www.GoldmanMethod.com</a>			<u><a href="#">Learn How to Meditate</a></u> Easily Learn How to Meditate In 2 Days Guaranteed <a href="http://www.GoldmanMethod.com">www.GoldmanMethod.com</a>	
Clicks	251	Potential gain in CTR = +34% CR = +119%	Clicks	45
Impressions	14,201		Impressions	3,422
CTR	1.76%		CTR	1.31%
Conversion rate	14.7%		Conversion rate	6.7%

## [The Quality Adwords Guide by GoogleLady.com](http://GoogleLady.com)

- **Stay away from “Buy” in headlines:** Many adwords advertisers believes in this, putting away the word “Buy” in the headlines. It seems that users automatically put an X in your ad when they see the keyword “buy”. In this case is good to add instead of buy, just the company name, product name or service name. For example, if you want to promote a fat loss product which is called XYZ, it will be good to just add XYZ as your headline and in the description line add the scary word “buy”.
- **Feel the power of “Download” keyword:** Anyone tested the Download keyword in your description or headline? This is a powerfull keyword to add in your ads. Why? The keyword download might give people the idea that they can get something very fast
- **Time, Time & Time:** You know that most search engine users are lazy and they want to find what they want as soon as possible. So let’s play with keywords that means times: “Today”, “Now”,...
- **The Power of “Exposed” Keyword:** Adding this little keyword in my headline increased my CTR by 150%. The keyword “Exposed” is a very showy word. I tried this keyword when I am promoting a product review so I add something like this: Product name review Exposed or Product Name Exposed. You can use it in many different ways...
- **Include Targeted Keywords In Your Ad:** When you create an ad group, the best practice is to use one or two keywords which are similar so you can add those keywords in your headline and description. Adding the targeted keywords in your ad is one of the most important things you need to do. I always add something like this: “Targetted Keyword” + Powerfull keyword (which some are mentioned above, as free, exposed...).
- **Sell The Benefits:** This is another “old” or “classic tip” that most of the e-books recommends, adding benefits and telling the user why your ad is better than your competitors. Here are 3 examples so you can understand better about the benefits which is important:

### **Example #1:**

["Diet of the Year 2007"](#)

Lose 15 lbs in 3 Weeks.

The Secret to Quick Weight Loss!

[www.](#) .com

This is a good example of Weight loss, the benefits are “Lose 15 lbs in 3 weeks” and as mentioned before the advertiser also add time “Quick”. Also remember the #5 tip? “Claim unbelievable stuff!” You can make better adding “40 lbs in 3 weeks”.

## [The Quality Adwords Guide by GoogleLady.com](#)

### **Example #2:**

[Weightloss Made Easy](#)  
Reduce Excess Body Weight  
Absorb 28% of fat intake  
[weightloss-research.com](#)

Here the benefit is: “Absorb 28% of fat...” That is in the same niche as the first example but different benefit. So if you are searching for weight loss which benefit is the best?

### **Example #3:**

[ASP.NET, Share Point, PHP](#)  
From \$4 ASP, MSSQL, MySQL  
Free 3 Month hosting, No Setup fee

From a different niche, check that the benefit is in the second description, and the first description give the features of the product: “Free 3 months hosting, No setup fee” that I can call it a good benefit for those that are searching for a webhosting solution. Check also that they used the powerfull keyword “Free”.

- **Remove Common Words:** Remove common words, such as “a, an, in, on, it, of”, etc. Remove every word that does not absolutely need to be in the ad. Make every word count.
- **Try to stay away from freebies hunters:** I mentioned above that is good to have the keyword “Free” but when your product does not offer anything for free. Try to put away the users that wants free stuffs adding the price of the product. You will receive a lower CTR but we are here to make a sale and not just traffic.
- **Call-to-Action Phrases:** This is important also depends on which niche you are, that’s why testing is the best thing you can do. Some of the call-to-action phrases: Buy Today (again adding time) - Save 50% - Download Free Trial Now (adding 3 powerfull keywords: download, free and now) - Sale Ends Tomorrow (adding time) - Subscribe - Read - Download Now - Sale Ends Tomorrow . You can see that every step can be mixed with all the tips mentioned above.
- **The Power of “How to” keyword:** The keyword: “How to” is another powerfull keyword, in my researchers have shown that using this little keyword can increase your CTR.
- **Including your company name in the headline (bad advice):** The idea behind this is that you are repeating your company name in the headline as well as the URL. These ads have nearly zero clickthrough unless you are a well-known brand name (such as Target, Orbitz, Expedia, and so on).
- **Price in case is competitive:** If the product that you are advertising is highly competitive in words of price. Add the price in the description of your ad. Sometimes, it works adding the price in the headline after the main keyword that you are bidding.

## [The Quality Adwords Guide by GoogleLady.com](http://GoogleLady.com)

- **Research your niche advertisers:** Another general tip or kind of research to know which ads works. Go to google and put the keyword that you want to advertise. Check who are at the top and see how they wrote their ads save it and after 2 hours or 1 day, check again and see who are at the top again, if there is any new advertiser save it do this for 1-2-3-4 weeks as many as you want (if it is longer, will be better) and if you see that there are ads at the top from day 1 you will conclude that those ads are the most usefull ads and the advertiser is really getting results from them. Take a look at the ad and see what are the “key” points that make this ad a good quality ad, make your ads based on the “key” points of your research (in your market). Clear your cookies and temporarily files every time you want to refresh and do the research.
- **Friendly Competition:** If you have a friend, family member, employee.. that is interested in the product you are promoting or a friend that really knows about the product and he search about it. Ask them to write an ad for you and test them. You can possible see that ad looks terrible but test it and you can see the results.
- **Endorsements and Testimonials:** These are a powerful form of persuasion. If your product has been written up in a name-brand magazine such as InfoWorld try including that information in your ad: Ranked #1 in Security by InfoWorldâ. This is a very powerful technique for increasing ad clickthrough rates.

### **Super-Phrases to use for adwords ad-copy headlines!**

Astonishing, Instant, Discover, Breakthrough, Critical, No-holds-barred, Unique, Urgent, Unbeatable, Innovative, Incredible, Enhanced, Electrifying, Guaranteed, High-Voltage, Phenomenal, Revealed, Revolutionary, Secrets, Time-Sensitive, Trailblazing, Ingenious, Pioneering, Proven Techniques, Step-By-Step, Unforgettable, In-Depth, Invaluable, Irresistible, Powerful, Shocking, Spectacular, Unlimited, How-to, YOU, Super, Tactics, First, Booming, Amazingly, Appetizing, free, cheap, sale, special offer, time limited offer, tricks, tips, enhance, fact, learn, at last, free shipping.

## 9. The Ultimate Google Adwords Landing Pages Guide

Since 2007, if you want to succeed with Google Adwords and don't want to get slapped you will need a good quality landing page. Many people asked on forums, what is a quality landing page? how we can create a quality landing page for google adwords? This is the ultimate guide and the only one you will need. Forget about buying books and e-books to learn how to create a quality landing page for your adwords campaigns.

### **Why is important to have a Quality Landing Page?**

From Google Adwords Help Center:

Landing page quality is one of several factors that helps determine a keyword's Quality Score. The quality of a landing page is represented by such things as the usefulness and relevance of information provided on the page, ease of navigation for the user, page loading times, how many links are on the page, how links are used on the page, and more.

So, having a quality landing page, your keyword Quality score will increase so you will have to pay less per click. The scores of Google are the following: "Poor", "Ok" and "Great". When you have a "Great" quality score the minimum bid for each keyword will be between \$0.05 to \$0.01 depending on the competition of your niche. Would you like to bid \$0.05 for a high competitive keyword? Everyone wants that!

### **Why Google Made this Move?**

Some people started to scream that Google hates Affiliate Marketers, but this is not true. There are several reasons why Google did this move:

- Google wants relevance results
- How many people advertise the same affiliate program (with the same link and landing page) over and over? If you are a user that wants to search for a good domain name registrar and you type: "Domain names registrar" How many [Godaddy](http://Godaddy.com) ads you will see at the top? Many, and all ads goes to the same site: Godaddy.com. So to prevent this issue Google added the quality score and put the most quality ad + Landing page at the top. Now, when a people click on the ad they will go to a landing page which is full of information about the product (this case Godaddy).
- Google wants more money from newbies... Yes, that's true with a poor landing page you will pay a lot more and some adwords starters will bid on what Google tells them (Sometimes, \$5 per click or \$10 per click). Do you think big companies will change their main site to get a "Great" quality score? That's another benefit that Google made this.

And there are thousand more reasons why Google Adwords made the Quality score, but the main reason is because relevance (Remember this little word always when you think about "Google

## [The Quality Adwords Guide by GoogleLady.com](#)

Adwords” and your “Campaigns” RELEVANCE).

I have reading many articles about how to optimize a landing page, and no one mentioned “Blogs and Landing pages”. I will focuss (and everyone should do the same) making landing page using blogs. How many times you read about : “Google Loves Blogs”? So why not following this and creating a blog as a landing page.

### **Reasons to use Blogs as a Landing Page**

- There are thousands of free themes out there that you can try for free (Wordpress mainly)
- Google Loves Blogs
- A Quality Landing page needs to be full of information and updated regularly. So a blog can make your life easier, no programming knowledge and is free.
- With Wordpress Plugins which are free you can optimize your landing page (blog) easier.

### **Factors that a Good Landing Page should have**

That is what most of the affiliate marketer have said about getting “great” quality score in your landing page. But this is true? read and you will see.

1. Sitemap
2. Privacy Policy
3. Terms and Conditions
4. Contact Us
5. About Us

- Sitemap: Creating a sitemap in your blog is the easiest way, here is a [Sitemap Generator plugin for wordpress](#) which with few clicks you can create a sitemap in your blog.
- Privacy Policy: If you are creating a new blog to use as a landing page, is recommended to create a post “Privacy and Policy” so you can later link it to the footer of your blog.
- Terms and Conditions: [Here](#) is a good site that explains how to create a “terms and condition”. Also apply the same above, create a post “Terms and Conditions” and link it to your footer blog.
- Contact Us: How easy is to create a page/post “Contact us”. With a little [plugin](#) you can install a contact page and form easily.

### **Quality Landing Page is worth?**

Many Big companies and also affiliate marketers don’t see why a good landing page can be worth. But the only reason why you really should focuss on Quality landing page is to lower your bids. See this example: [Adwords Quality Landing Page Is Worth?](#) you can see that even if I am bidding for \$3

## [The Quality Adwords Guide by GoogleLady.com](#)

Google is taking just \$0.05 per click, and that is a way to low your bid prices.

### **Benefits to create a blog as a landing page**

There are many benefits that you can come to create a blog as a landing page and here are some that came to my mind:

- **Always Updated:** When you create a blog to mainly sell products, you will always have to post new information to the blog landing page to get “great” quality score. I have tested this, and when you have a good landing page, after few days (10-20) the quality score get back to “ok” why? Because is the same landing page with the same information.
- **Hosting** Welcome wordpress bloggers: Most of the hosting companies accepts and welcome bloggers that want to use Wordpress. Here is a small list of recommended hosting companies:
  - ➔ [Top 5 Hosting](#) : Here is a top 5 hosting list that is highly recommended.
  - ➔ [Dotster](#): offers great hosting plans that you can host from 150 sites to 500 sites in one account. Check [Dotster coupon codes](#) or use as a coupon code googlelady to get 15% of your orders (Exclusive to googlelady.com readers). The best solution will be to buy a VPS server from Dotster and get a great discount from them, you can host unlimited sites and manage your server like you want (you guarantee yourself with no downtime).
  - ➔ [GoDaddy.com Hosting Plans](#): You can get the latest [Godaddy coupon codes](#) and get more than \$20 OFF on sharing hosting.
  - ➔ [HostGator](#): This is the favorite hosting for bloggers.
- **Easy To Install:** Even someone that don't know about HTML or PHP can install a wordpress, with [Hostgator](#) you can install your wordpress blog with one click.
- **Free Themes:** You can get thousand of free themes with wordpress, you test each theme and see how to conversions are. Remember thousands of Free themes.
- **SEO With your Blog Landing Page:** You can SEO your blog and try to get at the top of your niche and if you succeed in your SEO tactics you will even get free traffic without a PPC campaign.
- **You Can Monetize your Blog and get extra income:** Having a blog as landing page you can get extra income monetizing your “other” posts, Do not add adsense or any other monetizing method to your landing page (Post or Page) just to your updated posts.
- **Comments:** Google loves to have a way that people can “vote” or “share their experiences” with

## [The Quality Adwords Guide by GoogleLady.com](http://GoogleLady.com)

your landing pages. The comments on your blog is your best solution, no complicated forms (like Google ask; just name, and email), if the comments are positive you can gain a positive points because the “future” buyers can read your “comments” as testimonials.

- **Easy to Create Many Landing Pages:** With a blog you can create as many landing pages as you want, you know that if you use each main keyword in the title of your landing pages your will get higher conversions. No need to do some html codes and uploads.
- **Tracking Code:** You can add on each page easily your tracking code with any of the third-parties tracking software. Even you can add it in One page called header.php or footer.php just one time! If you are working with 1000 landing pages it will be pain in the ... adding 1000 times your tracking code.
- **Long Term Mind:** In the long-term you will have your site indexed and ranked very well so you can sale your products through well ranked keywords and that means extra sales for free.

## Case Study I: 2 Keywords

I will not mention the keyword / niche that I was doing this first case study. Let’s say the first case study is with the keyword Widget. This case study is too see what are the other factors that Google don’t mention and try to “guess” or “find” them.

**Domain name:** The domain name is not related to the widget keyword that I was promoting.

**Well Ranked:** The domain was not related to the widget keyword but is ranked very well (first page) with the keyword “Widget” and “Widget XYZ”. So we can conclude with this first case study that having high ranking pages in the keywords that you are promoting is a high priority (but keep reading till case study II).

**Specific Country:** Both case studies was added specific countries and not all countries. In this case study was United States, Canada and United Kindom. (It seems that no priority on this)

**Keywords:** The Adgroup keywords are in:

In the Title

In the description (in 1 line)

In the landing page; repeated the same keyword an avarage from 5-10 times.

In the Displayed URL (domain.com/keyword/) In Google Adwords

In the destination URL (as well domain.com/keyword/) in Google Adwords

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In the meta keywords of the landing page (2 times repeated the same main keyword)

In the meta description of the landing page (one time repeated the main keyword).

**Language:** The language of the product is in English so specified the english language.

**Updated Daily:** The Blog that is the landing page is daily updated and it has tons of articles (big site). Is not just a spam site or a landing page with the only purpose to sell this product. But as I mentioned above that the landing page is a “post” so when is updating everyday the post will go down (keep reading we will conclude and compare after the two case studies and see the little secret here).

**Out-Linking:** Google said that there should be links from outside and have to be related to the landing page. I did it with a .gov link and a link to the main company have been promoted (without referral) but pointing to a PDF document. So we can say that this is a MUST to have links to other sites in the landing page? let’s keep reading and analyze.

**Campaign name:** The same product name (Widget)

**Ad Group name:** The same bid keyword (Widget & Widget XYZ) 2 Adgroups with 2 different keywords.

**Bold:** I have read many times that is good to bold your main keywords, in both case studies I didn’t do it.

### **Conclusion:**

When the campaign was first started, it was great with a minimum of \$0.05 per click. The first 2 days the pay per click was an average of \$0.89 and then went down for \$0.05. After 1 week all keywords went to OK status and after a month still OK with no changes. So I was really confused why the status went from great to Ok after a week? Trying to make some changes I found that did two major things:

1. I made an article linking to the post of the landing page that I am promoting.
2. I made a link to the landing page from other site.

After 2 days, it was back up to “great” Quality score.

## **Case Study II: Bank Online**

**Domain name:** The Domain name, is related to the keyword/niche that I was testing and this time I will mention it. The keyword is [Bank Online](#). To make a good case study you have to go with a high-saturated niche. With Bank Online keyword I used broad match so can take the most competitive keywords using overture:

Online Bank 184426

## [The Quality Adwords Guide by GoogleLady.com](http://GoogleLady.com)

bank account online - 9183

When I first started thi case study (II) had a little hope but... Let's continue. The Domain name, is brand new (registered 2 days before starting case study II) and it is [www.bankonline.us.com](http://www.bankonline.us.com). You can notice that it has [us.com domain](http://us.com) extension (which means focuss on US visitors).

Also you can see between case study I and II. One was a big and old site and this one is new. So it seems that they are not giving high priority to the age of the domain and site but you will gain "points" for the quality score. The main keyword is in the domain name but comparing to the case study I there is also no high priority, just that you will have a higher CTR.

**No Ranking in Google:** As mentioned before, the domain was new so no ranking at all. In a way Google apply the Quality score depends on your ranking. It also depends on how competitive your keyword is. (Keep reading)

**Specific Country:** The country was only for US. As it is obvious that .us.com extension are for US visitors. No differences between both case studies. Just be carefull if you are selling a product that only accepts US customers apply it in your adwords account. I have seen PPC campaigns that is for "All countries and cities" when the products is only accepted to US customers.

**Keywords:** The keywords are:

In the Title of the Ad and Landing page; This is an important factor.

In the description of your Ad.

In the landing page content

In the Displayed URL (Adwords). Do not display other domain names that are not your landing page. Google will disable your campaign and overdoing this you might get your adwords account banned. This is another factor to have a "great" quality score.

In the destination URL; Hopefully the domain name has the main keyword to test this case study. Priority here is to get higher CTR. Comparing both case studies this is another factor to have a "great" quality score.

Using Main Keyword in the *meta keywords* of the landing page; Also another factor that helps.

Using Main Keyword in the *meta description* of the landing page

**Language:** The language of the product is in English so specified the english language.

**Updated Daily:** The Blog is updated frequently with related articles.

**Out-Linking:** In case study II there is no out-links, just one out-link to Googlelady which is not related. So here we can conclude that out-linking is not important.

**Campaign name:** The same product name (Bank Online)

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**Ad Group name:** The same bid keyword (Bank Online) 1 adgroup and one main keyword broad match.

**Bold:** Just bolded the company names. (2 of them). But also is not a factor to get “great” Quality Score.

## High Competitive Keywords

With very high competitive keyword (e.g Jewelry) you will need to do more to make your Quality Score “great”. I was testing with the keyword “jewelry” and the results were:

With a new website with no rank, applying all the tips and steps your Quality score will be “OK” no matter what you do. Then tested with the same content and same keywords (in the same adwords account) but with an old and authority site and well ranked in long-tail keywords (jewelry), the quality score was “great”.

We can conclude from many similar testing, if you are promoting High-Competitive keywords and general ones like “Jewelry” you will need a site ranked (or at least indexed) in Google, backlinks to that landing page, and a theme site for those kind of keywords.

Google don’t want to give high Quality Scores for advertisers that are new in “general” keywords, they want to be sure to give great quality score for the most relevant sites. What is the best to put into their Adwords Quality Score system something similar to their index algorithm?

## Results

**Main Factors to have a “great” Quality Score:**

- 2-3-4 paragraphs of pure text about the product.
- Both case studies was done with a blog and both were great.
- Adding your keywords in the domain name: root/keyword1 as displaying URL and destination URL.
- Repeat the main keyword in your landing page text 1-5 times, you can add synonymous of your main keyword as well.
- It seems that the title of your landing page is one of the most important factor in the quality score. Add your main keyword in the title.
- Adding *meta keywords* and *meta description* seems another factor that is important. You can do this with a little plugin called “All in One SEO Pack” keep reading you will find it at the end of this guide.
- Updating daily the root domain name of your landing page is another most important factor to

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have a “great” Quality score.

- As you read in Case Study I. When my ad group went from “great” to “ok” I did 2 things that I mentioned. It seems if you don’t have a related domain name of the product that you are promoting Google need more resources to rank your Quality score. The both resources that I discovered is having backlinks to your landing page and On-site links (Making an article and then add a backlink to your landing page).

### ***Not Main Factors to have a “great” Quality Score***

- It seems that the main factors that mentioned before from most of the affiliate marketers: Sitemap, Privacy Policy, TOS and About Us is not important as they mention it. In both case studies were not included. But is better to be prepared for future “g-slaps” you can add them just “in case”.
- Linking to other “related” sites from the landing page is not a main factor. But having backlinks to your landing page can affect your Quality Score.

## **Main Factor: Relevance**

What I really conclude from both case studies, that Google main factor (and maybe the only one) is the relevance of your landing page and the “daily or weekly” updates to the landing page. I can guess that those people who use a rich-content landing page with 10-20 pages and no updates after sometime they will get G-Slap.

So you may ask, how I can promote my landing pages updating my “blog” landing page daily? The rule is not “daily” but it may work every 3-4 days or every week a new article. There is a great tool in wordpress which is called [Timestamp](#) which you can make your articles and put it when will be published.

Another point is that all articles that I used was not original (in Case study II), I copy and paste to test if that matters, it seems with a short-time testing it will not.

## **Conversions**

I didn’t see the difference to use a static page or a blog as a landing page. With a blog you can make your landing page looks similar (or even better) to the static pages. There are many wordpress themes and you can choose any of them and test them as well. My conversion was great from 100 clicks I got 5-10 sales (also depends on the niche, days and month) with an average of (case II) \$0.40 per click which is decreasing almost daily (hoping to hit the minimum cpc which is \$0.05 with a great quality score).

## Google Adwords History

Many affiliate marketers have mentioned this situation that your Quality Score it also depends on your adwords history. I really wanted to know and test it out and my answer is from 10 different campaigns combining new adword account (Zero days lifetime) and my oldest adword account, with the same landing page and the same keywords are all the same quality score ("great") with a minimum of \$0.03 to \$0.05. From this I can conclude that the Adwords history account has nothing to do with the Quality score. Also think about it, it will not be fair for new adwords advertisers.

It seems that part of your quality score is your domain name. When I started a campaign with a new domain name it added a "great quality score" after a certain budget I stopped the campaign and deleted it. Then I saw some great ROI and again created the same campaign with my old account and was "ok" and some keywords was "poor" I was shocked, how it can be when the last time with a new testing account was all "great" then I deleted an account and ran the same campaign with a new adwords account. The same quality score, but after some really good CTR. It went 90% of the keywords "great". The only thing that comes to my mind is that my domain name was penalized and after some good CTR it went to "great". Building your quality score it also base on CTR.

## Wordpress Plugins

I will list the most important wordpress plugins that will be usefull for your Landing page blog.

**Sitemap Plugin:** This [Plugin](#) will easily create a sitemap for your blog. Without any knowledge of programming.

**Contact us:** [Contact us plugin](#) will make your life easier. If you don't know how to create a contact form. Just upload, activate the plugin and place the code in one of your page or post. An example [here](#).

**Wp-Sticky:** With the plugin "[sticky](#)" you can promote your landing page as the root of your domain, even if you update your blog the landing page will be at the top always.

**Add your Meta description and Meta Keywords:** [All In One SEO pack](#) is one of the best plugin that someone created, in terms of SEO and landing page. You can customize your Title, meta description and meta keywords in each of your posts/pages (landing page).

**Google Analytics Plugin:** Add your [Google analytics](#) one time without editing your pages. If you have hundred of landing pages this can be usefull.