

Speakernet News AdWords TeleSeminar

Howie Jacobson, PhD
Author, [AdWords For Dummies](#)
www.askHowie.com

1. What Is AdWords and Why Should I Care?

www.google.com - Do a search. "Sponsored Listings" top and right are AdWords advertisements placed by big companies, small companies, individuals with a laptop at the kitchen table, and college students who don't even have a website.

<http://google.com/adwords> - the advertisers' back end management console. You can sign up for \$5 (or [buy AdWords For Dummies at amazon](#) for \$16, sign up for and receive \$25 in free clicks from Google).

- Keywords and/or Websites
- Bids
- Ads
- Landing Pages

a. Pay only for results

Pay Per Click (no traffic, no spending) - pay only for results

NEW Pay Per Action - no leads/sales, no spending - pay for results on steroids

b. Easy easy easy split testing (did I mention how easy it is?)

- messages
- headlines
- book titles
- offers
- URLs

www.leadsintogold.com/genius - How I failed my way to success

Split test landing pages, not just ads. Here's a custom report I set up and have emailed to my inbox every Monday morning. It gives me an instant update about which landing page is more profitable.

Campaign	Ad Group	Ad Id	Destination URL	Impressions	Clicks	Cost	Avg Value	Value / Cost	Value / Click	Sales Count	Sales Value	Leads Count
Gout	Gout diet	636092183	http://Vitalhealthinstitute.com/gout/index1.htm	147,191	1,550	\$167.72	12.1	432.8%	0.5	35	642.0	47
Gout	Gout diet	636547823	http://Vitalhealthinstitute.com/gout/index2.htm	82,510	816	\$88.20	15.0	322.9%	0.3	14	268.8	0
Gout	Gout disabled keywords	646121963	http://Vitalhealthinstitute.com/gout/index2.htm	132,168	468	\$56.60	33.1	233.9%	0.3	7	124.4	0
Gout	Gout disabled keywords	646122023	http://Vitalhealthinstitute.com/gout/index1.htm	213,960	839	\$99.89	8.0	321.4%	0.4	15	273.0	33

Which destination URL (landing page) is better, index1 or index2? What do you think is the difference between them (hint: look at the last column).

c. Instant results - depending on how many searches for your keywords

2. Finding Prospects by Finding Keywords

Keyword Research Tool: www.askhowie.com/freewords (people call this out at rock concerts all the time, I think)

Keyword	back pain	Research
#	Keyword	Count
1	back pain	1571
2	lower back pain	630
3	upper back pain	207
4	low back pain	205
5	pain back	125
6	chronic back pain	67
7	back pain relief	65
8	low back pain relief	41
9	middle back pain	39
10	back pain exercises	38
11	sharp pain back	34
12	mid back pain	30
13	causes of lower back pain	28
14	lower back pain relief	25
15	back pain treatment	25
16	back and leg pain	24
17	severe back pain	23
18	left side back pain	23
19	exercises for lower back pain	22
20	pain in back of head	20
21	lower left back pain	19
22	back pain more condition symptoms	18
23	lower right back pain	17
24	sharp middle back pain	17
25	sharp pain under back of rib	17
26	severe lower back pain	16

Additional keywords: www.competingkeywords.com (\$300/year, worth it if you're committed to succeeding at AdWords)

Thinking and poking around – finding synonyms, looking at websites, etc.

Avoid: high traffic, ambiguous keywords
Keywords that don't convert

3. Writing Magnetic Ads

The 3 goals of your ad:

- attract the right prospects
- repel the wrong prospects
- set expectations for your landing page

Ad writing tips:

Be different from the others
Keyword in headline if appropriate
Experiment with URLs
Benefit before feature
Curiosity

www.askhowie.com for free chapter excerpts, including the entire Chapter, "Ad Writing Tips from the Pros."

4. Important AdWords numbers

Keyword	Status	Quality Score	Current Bid Max CPC	Show Settings	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. Rate	Cost/Conv.
"gout foods"	Active	Great Minimum bid: \$0.05	\$0.08	Settings	0	4	0.00%	-	-	11.0	0.00%	\$0.00
[gout foods]	Active	Great Minimum bid: \$0.05	\$0.10	Settings	3	138	2.17%	\$0.09	\$0.28	11.4	0.00%	\$0.00
gout foods	Active	Great Minimum bid: \$0.05	\$0.08	Settings	21	1,054	1.99%	\$0.06	\$1.23	8.9	0.00%	\$0.00
Content network total	Enabled				48	147,018	0.03%	\$0.06	\$2.86	3.1	2.08%	\$2.86
Total	Enabled		Default \$0.08 [Edit]		24	1,196	2.00%	\$0.06	\$1.51	9.2	0.00%	\$0.00

- Clicks
- Impressions
- CTR
- Average CPC
- Cost
- Average Position
- Conversion Rate
- Cost/Conversion
- Profit/1000 Impressions (not shown)

5. The Ad Networks

1. **Google** – the google search pages and search boxes
2. **Search Partners** – AOL, AskJeeves, Earthlink, others
3. **Content Network** – every web page with Google Ads (newspapers, blogs, content sites, AdSense arbitrage sites, etc.)

Strategies for Search networks: Give me what I want now and nobody gets hurt.
 Strategy for Content Network: Interrupt me and make me crazy-curious so I stop what I was doing and click your ad.

6. Giving Your Prospects a Soft Landing

Not the home page, usually.
 Different landing page for each ad group (cluster of closely related – and similarly worded – desires).
 The Size 8 Women’s Red Alligator Boots example

7. Staying in Touch with Prospects

The first goal of your landing page is to get the ability and permission to stay in touch with prospects over time.

Opt-in in exchange for something of value.

8. Bid Prices too high?

First question: how do you know they’re too high. Have to set up reports that will tell you exactly how much money each keyword is costing and making you.
 Expensive is not the same as “not worth it.”

Site Usage										Goal Conversion										Ecommerce										Clicks										Views: [Grid] [List] [Table] [Chart]																															
Visits	86,708	Impressions	8,212,290	Clicks	91,445	Cost	\$74,544.64	CTR	1.11%	CPC	\$0.82	RPC	\$6.46	ROI	692.03%	Margin	87.37%	Visits	38,507	Impressions	5,067,985	Clicks	39,801	Cost	\$40,164.41	CTR	0.79%	CPC	\$1.01	RPC	\$7.45	ROI	638.20%	Margin	86.45%	Visits	1,631	Impressions	593,748	Clicks	1,664	Cost	\$1,718.42	CTR	0.28%	CPC	\$1.03	RPC	\$7.13	ROI	590.44%	Margin	85.52%	Visits	1,631	Impressions	593,748	Clicks	1,664	Cost	\$1,718.42	CTR	0.28%	CPC	\$1.03	RPC	\$7.13	ROI	590.44%	Margin	85.52%
% of Site Total:	35.46%	% of Site Total:	100.00%	% of Site Total:	100.00%	% of Site Total:	100.00%	Site Avg:	1.11%	Site Avg:	\$0.82	Site Avg:	\$17.10 (-62.23%)	Site Avg:	1,997.12% (-65.35%)	Site Avg:	95.23% (-8.25%)	% of Site Total:	15.75%	% of Site Total:	61.71%	% of Site Total:	43.52%	% of Site Total:	53.88%	Site Avg:	1.11% (-29.47%)	Site Avg:	\$0.82 (23.79%)	Site Avg:	\$17.10 (-56.42%)	Site Avg:	1,997.12% (-68.04%)	Site Avg:	95.23% (-9.22%)	% of Site Total:	0.67%	% of Site Total:	7.23%	% of Site Total:	1.82%	% of Site Total:	2.31%	Site Avg:	1.11% (-74.83%)	Site Avg:	\$0.82 (26.68%)	Site Avg:	\$17.10 (-58.29%)	Site Avg:	1,997.12% (-70.44%)	Site Avg:	95.23% (-10.20%)	% of Site Total:	0.67%	% of Site Total:	7.23%	% of Site Total:	1.82%	% of Site Total:	2.31%	Site Avg:	1.11% (-74.83%)	Site Avg:	\$0.82 (26.68%)	Site Avg:	\$17.10 (-58.29%)	Site Avg:	1,997.12% (-70.44%)	Site Avg:	95.23% (-10.20%)
Campaign		Visits		Impressions		Clicks		Cost		CTR		CPC		RPC		ROI		Margin		Ad Group		Visits		Impressions		Clicks		Cost		CTR		CPC		RPC		ROI		Margin		Keyword		Visits		Impressions		Clicks		Cost		CTR		CPC		RPC		ROI		Margin													
French		38,507		5,067,985		39,801		\$40,164.41		0.79%		\$1.01		\$7.45		638.20%		86.45%		Brie		1,631		593,748		1,664		\$1,718.42		0.28%		\$1.03		\$7.13		590.44%		85.52%		brie		505		477,551		462		\$409.84		0.10%		\$0.89		\$9.89		1,014.50%		91.03%													

Brie cost \$409.84, at an average cost per click of \$0.89, and made an average of \$9.89 per click. How many times would you like that to happen to one of your keywords? Do you care how much it costs per click if your ROI is 1000%?

If your keyword costs more than it's making, here are your options:

1. Reduce the bid
2. Improve the ad
3. Improve the landing page/sales process
4. Kill the keyword

9. How to improve over time:

Set up Analytics and Conversion Tracking

Tighten ad groups to include very similar keywords

Improve ads and landing pages by consistent split testing

Beef up the email followup and add offline followup to improve conversion

Survey your traffic to find out exactly what they're looking for (see www.ultimateadwordsresearch.com for details).

10. Free Resources: www.askHowie.com/snn

Special offer for SpeakerNet News Teleseminar Attendees: 3 Head Start AdWords Video tutorials:

1. Keyword Research – How to generate loads of relevant keywords
2. Creating Tight Ad Groups – The easy way to give the Google Monster its favorite food: Relevance Pudding
3. Easy split testing – How to figure out what makes your market say "Yeah" or "Yawn"