

# *Simple AdWords Profits*

*part 1*

**How to turn your AdWords campaigns into profit earners and avoid the simple mistakes that cost most AdWords advertisers big money.**

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## Choosing Which Product To Promote on AdWords

It may seem odd starting a book about Google AdWords but you should decide whether or not the product you wish to promote is suitable for AdWords.

One of the best places to look for products is the [Clickbank marketplace](#). Clickbank offers digital products (ones that your potential customer can order and download instantly) and anyone with a [Clickbank account](#) can promote them to receive a healthy commission. When I'm looking for products to promote, I look for ones that give me a decent percentage – usually at least 50% of the retail price – and a reasonable amount of actual dollar profit. Unless you're using AdWords to build a list, it's not usually cost effective to sell low priced items.

As you progress, you will find other affiliate networks that offer other products. Until then, you'll find that Clickbank has a good mix of products.

Once you've decided on a product to promote, it's time to check out the competition.

Pick a common phrase that would be used to advertise your chosen product and type it into Google. You should see some sponsored links appear, like the ones I've highlighted red in the following screen shot:

The screenshot shows a Google search for the keyword "adwords". The search bar is at the top left, with the word "adwords" entered. To the right of the search bar are buttons for "Search" and "Advanced Search Preferences". Below the search bar, the search results are displayed. At the top of the results, there are two columns of "Sponsored Links". The left column contains two links: "Google AdWords UK" with the URL "www.google.co.uk/AdWords" and the text "Get Qualified Visitors To Your Site Place Your Ad On Google Today!", and "AdWords Free 30 Day Trial" with the URL "www.clickconsult.co.uk/AdWords" and the text "AdWords Optimisation & Management Advanced Software, Call Us Now!". The right column contains three links: "Turbo Charged AdWords" with the text "AdWords Results You Won't Believe Free Adwords Campaign Review. 1upSearch.co.uk/AdWords/", "Welcome To AdWords UK" with the text "We Would Like To Say Thank You For Using AdWords And Give You 2% Back www.topposition.co.uk", and "AdWords Problems?" with the text "Spending Too Much & Not Getting Results. We Can Help You! Ad-vertise.co.uk/Services". Below the sponsored links, there are several organic search results, including "Welcome to AdWords" (PPC program where webmasters can create their own ads and choose keywords), "Google AdWords Help Center" (Ask questions, share answers, and post your favorite AdWords tips and tricks on the AdWords Help Discussion Group), "Google Advertising" (Want more information about AdWords? Sure that AdWords is right for you? Find out how our sales team can help you reach your online advertising goals...), and "News results for adwords" (Google avoids AdWords jury trial as opponent backs down - 4 Sep 2007). At the bottom right of the search results, there are more sponsored links: "AdWords 'Beat the System'" (Access 100 Million People in 10 Min The Definitive Fast Start Guide AdwordsStrategy.com) and "Doing AdWords Right?" (Don't tell your competitors about these 21 paid search ad secrets. www.Page-Zero.com/Google-AdWords).

You know that you're in a competitive marketplace when Google puts sponsored links above it's search results as well as to the right of them.

Another clue that the marketplace is competitive is if a "More Sponsored Links »" link appears at the end of the sponsored links in the right hand column. Click that link, then keep clicking "Next" on the page that appears. If there are more than two or three pages of ads, I tend to choose another market.

You can do this kind of research manually, which is fine when you're first starting out as it's free apart from your time. Once you get in the swing of things, I find that it's useful to automate boring tasks like keyword and competition research. Computer programs are less error prone than humans and they are ideal for research tasks like this.

One tool that researches keywords and also tells you how much competition there is for that keyword is called [Keyword Elite](#). Unlike many of its competitors, it's a one off purchase that will last you for life as it comes with free upgrades.

Competitive markets mean that there is money to be made. The trouble is that you can spend a lot of money to get on the first page of the results, so you need to make sure that your sales capture and conversion process is finely tuned. Or you need deep pockets to last you until you manage to get this sorted out.

Personally, I prefer markets where there is little or no competition. So long as there's a demand for the product, I'm much happier to put up an AdWords advert and leave it there.

A few years ago, I promoted a Clickbank product in the self improvement area about [5 Tibetan Rites](#). It went well, producing me a profit every month. Not much profit, but I spent no time looking after the advert as I'd found the handful of keywords that worked and the advert pulled about double it's cost, month in, month out. The trouble came when some guru mentioned the product as being worth promoting. Suddenly instead of being the only advert on the page, I was one of half a dozen. Each of us competing to sell the same ebook. My profitable advert turned into a loss maker almost overnight.

That said, I'm still very happy to promote this kind of product. As you'll learn later in this book, the adverts don't take much time to set up and test. Which means I've spent maybe 10 minutes of my time to produce a steady income for months or years to come.

Another area that I promote and that gives me a healthy return for my money each month is [hypnosis downloads](#). I'm not afraid of competition here – they have over 300 different topics that you could promote. Everything from diets and stopping smoking through to managing ADHD and lots of other topics. They don't pay out massive amounts per sale but I find that when I get the right keywords and a half decent advert, people are very happy to click and earn me a commission.

## Choosing Your Keywords

The keywords that you choose to use in your AdWords campaigns are important. They are make or break. Choose the right keywords and you'll be laughing all the way to the bank. Choose the wrong keywords and you'll either get no ads displayed or your wallet will empty in the blink of an eye.

Keyword research is essential.

You've probably heard about "long tail" keywords. If you haven't, then here is a quick explanation.

A large amount of people will search for the main keyword term. I'm going to use weight loss as my example here. It's a very big market and is highly competitive. If you wanted to advertise for the term "weight loss" you'd be competing with around 49 million web pages that are optimized for that term and about 160 other advertisers. Not the best place to begin.

So you'd fire up [Keyword Elite](#) or my other favorite keyword tool, [Wordtracker](#), and drill down the list of keywords they produce.

"Long tail" keywords are usually 3 or 4 words long. In the weight loss area, I'd be looking for them to be at least 4 words as the main keyword phrase is already 2 words long.

What happens when people search is that they will type in a fairly broad term in the hope that they'll find the result they're looking for. We're all inherently lazy, so we pretty much all do this.

So the typical searcher will put in something like "weight loss". They'll probably click on the first few results as well.

The trouble from an advertising point of view is that this is far too broad. We don't know what our searcher is looking for. They might be looking for a weight loss center near them, they could be looking for a weight loss book, whether it's safe for them to lose weight, before and after photos from a weight loss program. Absolutely anything.

These are the internet's "tire kickers". They'll surf from page to page. But they're unlikely to buy anything. A few will, as it's the exception that proves the rule, but most won't. You should let someone else spend their advertising dollars chasing these people.

You want the people who didn't find what they were looking for when they just typed in "weight loss". So instead they typed in "south beach diet weight loss program" or similar. These are the kind of keywords that you want to advertise on. Keywords that people spent a little bit of time typing in. So they're more likely to be in a buying mood.

[Keyword Elite](#) and [Wordtracker](#) make it really easy to find and research these kind of keywords. The cost of buying their program will be offset by the extra money you'll make from the extra targeted sales you'll make.

Your aim should be to create a list of keywords that relate to your product and that will be likely to trigger sales.

Once you've got this list, put it somewhere safe. I use an Excel spreadsheet. Other people I know just use Notepad.

Google allows you to have three different keyword matching options:

- **Broad match.** This is the default option as it means your ads will be shown most often. It's usually the least profitable as well, unless you use lots of negative keywords to weed out the unexpected phrases it will match for. I avoid broad match wherever possible.
- **Phrase match.** This matches a keyword phrase that's in quote marks. So a phrase "south beach weight loss" would show your ad whenever those words were typed in that exact order. Other words could also be typed in, so it would also show up for "south beach weight loss free" and "south beach weight loss pictures" for instance. Again, you need to use negative keywords to make sure your ad doesn't show for unwanted phrases.
- **Exact match.** This is the most precise kind of keyword matching. You put your phrase in square brackets like this: [south beach weight loss] and it will only show if that precise phrase is used by the searcher. I like this as it gives me complete control over when my ads are shown and I don't have to worry about words being used that I don't want to target.

You can convert a list of keywords to phrase and broad match for free [here](#).

If you use broad match or phrase match, you'll also need to give Google a list of negative keywords, i.e. ones where you don't want your advert to appear. As far as Google are concerned, if the negative keyword isn't in your list then it's fine to show your ad.

A negative keyword has a hyphen (minus sign) in front of it.

For instance, I sometimes promote software. So I would include at least the following negative keywords:

-free  
-crack  
-hack  
-warez

For a weight loss program, I'd probably use at least the following:

- free
- scam
- compare
- comparison
- quack
- problems
- pictures
- pics
- videos
- video

If you only use exact match, you don't need a list of negative keywords as your ads will only appear for the precise phrases you've chosen. Being lazy, this is another reason I prefer to use exact match.

Keep these keywords somewhere safe. You're going to need them once you set up your AdWords campaign.

By the way, in case you're wondering why I haven't got you to log in to your AdWords account (or create one), it's because you need to have everything in place ready first.

If you open an AdWords account, Google will expect you to enter your keywords and your advert as part of the sign up process. If you use Yahoo's equivalent, they'll expect the same.

You need to be ready before you place your advert.

## Creating A Squeeze Page

A squeeze page is named because it is designed to squeeze an email address and maybe a name out of a potential customer before they get handed information by you.

Typically it's used to build a list so that you can get more money on average from each customer. But it's also designed to get over one of Google's policies.

That particular one of Google's policies (they seem to create more and more) is to only allow the same URL to be shown once in the list of sponsored ads. This gets round a problem they had in their early days where every link seemed to lead to the same site (often a "Buy this on Ebay" type link). Google didn't think this gave the best result for their surfers, so they ruled that only one link to the same URL would be displayed.

You can get round this policy by using your own domain instead. If you haven't already got a domain name, go to somewhere like [NameCheap](#) who specialize in selling domain names.

Once you've got a domain name, you'll need somewhere to [host](#) it. Choose your web hosting company carefully. Although it's possible to swap hosts, it isn't always easy. Do your research first by searching for your potential host's name and "problems" or "sucks". This isn't 100% infallible but it will help you steer clear of the worst offenders. I've used various hosting companies over the years and you tend to get what you pay for – or more likely, don't pay for. Companies that offer a year's hosting for a handful of dollars are generally likely to be less responsive than ones that charge more. When you're starting out, that probably doesn't matter as you probably won't be using your account to its full "limit".

All hosts seem to have issues from time to time, that's the nature of the internet. Over the years, I've had good experience with [1&1 Internet](#). The thing I especially like is the way they deal with you if you go over your bandwidth limit. Rather than suspend your account, they simply assume that you want more bandwidth and charge you. The limits are pretty generous anyway but it's nice to know that when you run a super-successful offer, your customers will be able to order it. Incidentally, even though you're probably using this on a Windows computer, I'd strongly recommend you use the Linux hosting.

Anyway, I digress.

A squeeze page used to refer to a simple one page website whose sole purpose in life was to get the customer's name and email address.

Thanks to Google, this is no longer the case.

In the same way as Google hope to maintain their search engine so that only "good" sites (in the eyes of their computer algorithm) get to the top, they want the same to happen with their sponsored links.

You used to be able to put up a simple page that you could send AdWords traffic to and it could be as simple as a headline, a couple of boxes (one each for name and email address) and a "Sign up here" button.

Not any more.

You now need a page that looks and feels like it's part of the regular search results. Otherwise Google will want to charge you more for the traffic they sell you through AdWords.

Your squeeze page now needs content.

It also needs to appear to be relevant to the AdWords keywords you are using to send traffic to it. So your title, headings, meta keywords and page content need to match.

You need content on your squeeze page. An article is fine – it needs to be on topic and be around 200 to 300 words.

You need links on your squeeze page. They need to go off to other areas of your "site". I go for contact, about, privacy, faq and maybe resource links. Ideally I'll also link to a few articles on the topic as well – grabbing them from EzineArticles is fine, just play by the rules and leave the author's links in place please.

To create a squeeze page, you'll need some kind of web page designer program. There are lots out there, ranging in price from free to hundreds of dollars.

For free, I've heard good things about [NVU](#).

For a specialist squeeze page software, I've heard good things about [this program](#).

Whichever route you choose, just make sure you start.

You'll likely also need software to transfer your files to your web host. Sure, it's possible to use the control panel options but it's plain easier to FTP them across yourself. The best program by far is [Filezilla](#). It's free and outpaces any of the commercial programs I've used.

You'll also need to use an [autoresponder service](#) to capture the email addresses. The one I use is [AWeber](#) and I highly recommend them.

## Writing Your Advert Headline

OK. Now it's starting to get interesting!

You have 25 characters to make your point.

That's not a lot.

In fact, AdWords are very similar to the classified ads you see in newspapers all the time. They will often put the first few words in bold type so that these act as the headline.

If you want to go into more depth on AdWords then get hold of [Perry Marshall's free course](#). But we'll go into the main things you need to know here.

Google will look at your headline and the keywords you're targeting. If the two match (and if the squeeze or landing page you're sending them to afterwards also matches), their computer judges that you've got a good site to send people to. You'll be rewarded with lower click prices and higher click through rates.

Google will **bold** any words that match in your advert. For instance, I typed in "adwords guide" and this ad came up in the list:

### Get A Free AdWords Guide

How smart businesses spend less to  
get more customers and more profit  
[www.tillison.co.uk/Free\\_Guide](http://www.tillison.co.uk/Free_Guide)

Notice how both "AdWords" and "Guide" are highlighted wherever they appear in the advert. This helps your advert to stand out from the crowd.

Spend a lot of time on your headline. Come up with lots of different variations. It sounds scary, but world class copywriters routinely write between 50 and 100 headlines for their adverts before deciding which ones to test.

Do your best to come up with at least 10 variations. You're going to be testing at least two anyway...

When you write a headline, put yourself in your customer's shoes. What would you be looking for? Don't be afraid to crib parts from other people's headlines – but don't rip them off totally word for word, that's just wrong.

If you're still not sure, type in a few words and see what comes up in the main search results and the adverts.

What stands out?

What would grab your attention?

How can you modify it?

If you're still stuck for ideas, get hold of some ideas from [Jim Edwards](#), who is one of the web's top copywriters. His ebook comes with lots of ready made headlines that you can either use "as is" or make a couple of small modifications to and then use.

The headline is the most important part of your advert. If people don't read your headline, then the rest of your advert is dead in the water.

When you place your first AdWords ad, you should place two adverts.

Change the headline and keep the rest of the text the same on both ads.

While you're testing, you need to tell Google to serve your ads up in roughly equal proportions. In your Google campaign settings, select "Rotate: Show ads more evenly".

You'll then see from the Google stats which advert is getting more clicks. Once you've had a reasonable number of advert impressions you should be able to see which ad is pulling best. Usually 100 or so views of each ad will give you some idea but if it's close, you may need to wait a bit longer.

If there is a clear leader between your two ads, that then becomes your "control". This is the advert you want to beat. So if one ad gets 0.75% click throughs and the other gets 1.5%, you'd scrap the lower performer and introduce a new ad with the hope of beating it.

Then repeat the process.

Boring? Yes.

Profitable? Most definitely?

After a few rounds of this, you will probably find that you've raised your click through rate considerably.

This has two main benefits:

- You get more traffic from the same number of advert impressions.
- Google reward you by putting your advert higher up the results page.

## Writing Your Main Text

After your headline, the body text of the advert is the next most important.

You have two lines of 35 characters each.

There are some rules that you need to follow – Google's site will have the latest copy – but as a general rule you're not allowed to go over the top with punctuation and you can't make claims that aren't supportable. Also if you're offering something like a free report, that needs to be offered on the landing or squeeze page you're sending people to. The other thing is that they get twitchy if you use certain trademarked names in your advert or if you appear to be selling pharmaceuticals.

Google's robot does a pretty good job of checking your advert. It will point out most rule breaking and won't let you progress until you've changed the advert.

Back to the main text:

A maximum of 70 characters isn't much space to get your point across. But it does mean you can forget about most of the "filler" words we use in everyday life.

Write your advert from a "what's in it for me" potential customer perspective.

Your advert should make your customer want to click it.

Big, bold benefits that expand on the headline.

Again, check out the ones that are appearing currently on Google. Think what you could do to improve them. Don't just check adverts in the area you're targeting. Choose other areas.

Ideally choose an area you're familiar with, such as a hobby, and an area that's going to be competitive, which means that only the best ads or the highest spenders survive. Weight loss springs to mind. So does anti virus and spyware. Your spam folder will give you some clues as well, although not everything advertised there can be advertised on AdWords.

Once you think your headline has been tested enough, your main text is the next thing to work on.

One thing I've noticed differences on before now is whether or not capitalizing each word of the main text is worth doing.

For instance, when I ran the Tibetan Rites advert, the main text would have read:

Boost Your Energy, Slow Aging  
and Tone your Muscles.

Versus:

Boost your energy, slow aging  
and tone your muscles.

There's no logic as to which will work best for your market. So you need to test which works best for each campaign.

Finally, Google allow you to have a slightly different URL displayed than the one you are actually directing your traffic to. For instance, when [Google Cash](#) first came out and a lot of Clickbank affiliates were using the system, the destination URL would have read <http://CBnickname.fiverites.hop.clickbank.net/> but the URL that would have been displayed would have been the final URL of <http://fivetibetanrites.com>.

This means that you can make a slightly more "click friendly" URL for display in your AdWords adverts. You can also introduce capitalization to make it easier to read, such as <http://FiveTibetanRites.com>. As usual, you should test which works best for each advert. I make a habit of capitalizing my AdWords URLs so that the distinct words stick out better.

## Opening an AdWords Account

OK. If you haven't already done so, it's time to open a Google AdWords account.

Go across to the [AdWords login page](#) and click the "Start Now" button.

You'll be offered two different options:

- Starter edition
- Standard edition

You can upgrade from the starter edition to the regular standard edition at any time. So it's probably easiest to choose the starter edition first, especially if you haven't yet got your own website.

Once you've picked your option, press Continue.

Depending on which option you've chosen, Google will walk you through their sign-up process.

You'll be asked for the URL of the site you're going to advertise, the headline and body text of your advert and the keywords you want to use. If you've entered the URL of the site you want to promote, Google will suggest some keywords for you to use. If you've done your keyword research as I've described elsewhere, you should go with your own research.

If you haven't your research **STOP NOW** and do it!

Google are a commercial organization. Their aim in life is to make money for their shareholders. If you follow their some of their recommendations you will be eaten alive!

Copy and paste in your headline, body text, display URL, destination URL and keywords.

Select your currency if appropriate. For instance, I live in the UK and my AdWords account is set in pounds sterling because I accepted the default option. But I could have chosen US dollars if I preferred and that would allow my campaigns to make more sense when I check them, rather than having to calculate the exchange rate between pounds and dollars every time I read something online.

You can also set your campaign budget. This can be adjusted later, so don't worry about getting it too precise.

However, you should be aware that if Google thinks your budget is too low then it won't display your ads as often as you may like.

Once you've completed this, continue with the signup process. Google will ask for your billing information and won't run your adverts until this has been completed.

Once you get into your AdWords control panel, the other thing you'll almost certainly want to adjust is how much you pay for ads displayed in the "content network".

By default, Google displays ads all over the place. Not just in their main search engine.

They have "search partners". These are other search engines who display AdWords adverts and get some of the money that Google takes from you. I normally leave these switched on. It also includes other sites in the Google network, such as Google Groups. The general consensus is that whilst they may not deliver the quality that the main Google search engine delivers, they're still pretty good.

There is also the "content network". The quality of sites here varies considerably. They can be anything from high quality sites, such as EzineArticles, through to sites that you'd happily put out with the garbage. And all points in between.

You have three options with the content network:

- You can accept Google's default suggestion that it is switched on and that your bids are the same price. If you've got money to burn, accept this option.
- You can leave the content network switched on but choose to have a different (i.e. lower) bid price for your keywords. This is the option I usually choose. Typically I will set my content network bids at around 10% to 20% of the price I'm happy to pay on the main Google search.
- You can switch the content network off completely. I used to do this when Google didn't allow separate content network bids, so some of my old and neglected campaigns still have the content network switched off.

## Conclusion

I hope I've given you a taster for Google AdWords.

Providing you follow everything I've set out, you'll be ahead of at least 90% of your competition. Which means you should be paying less for your keywords and getting more clicks. This will give you an edge over your competition.

There isn't the space in this report to go into more detail, but you can get more information from the following sources:

For AdWords in more depth, choose [Perry Marshall](#). He's probably the world expert in AdWords. One thing that Perry stresses is that you need to continually test. Providing you've got the patience to either do this yourself or, longer term, employ someone to do it then your results will be spectacular. Almost every campaign you run has potential to get a better response. Once you've got your advert up to a respectable click through rate, start testing your squeeze or landing page to increase the number of email addresses you get to sign up.

Once you start to get people on your autoresponder list, make sure that the messages you are sending them are good quality. If you're not sure what to write, get hold of Yanik Silver's [autoresponder magic](#). It comes with a collection of pre-written autoresponder messages that you can copy and swipe. It sure beats staring at a blank screen when you come to write a new message.

Another way you can boost your email list is to give away free reports like this one. Offer the reports free in exchange for an email address and you'll find that you can gradually build up a list of targeted people who are happy to buy from you. If you can't find a free report that covers your subject area, either write one yourself or get it written for you at somewhere like [Rentacoder](#). You'll be pleasantly surprised at how quickly you can get a short report written. You need to choose your coder carefully but there is a feedback system in place that will help you do that. If you get the outsourcing bug, get hold of Tim Ferris' excellent book called the 4 Hour Workweek – Amazon stock it for fast delivery.

If you want to take your internet knowledge higher, get hold of the last interview that Cory Rudel did before he tragically died in a car racing accident. This was a 3 hour telephone interview with Dan Kennedy and you can [get hold of the MP3 here](#). Between them, Dan and Corey have generated hundreds of millions of dollars worth of sales. The techniques they discuss are still perfectly valid today and the interview is well worth spending the time to listen to.

Good luck with your AdWords campaigns!