

Google Money Pro 2

How to get rich with Google AdWords...

By: Steven Holdaway

<http://www.GMoneypro.com>

<http://www.GoogleMoneyPro.com>

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Please note that although I am a Qualified Advertising Professional for Google AdWords:

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I have links to videos that Google has created to help AdWords customers to better understand Google AdWords. Please note that I did not create these videos. The video's that say "Google Video" are video's by Google. All the other videos are video tutorials that I have made myself.

If you have any questions or comments about this guide, please email me at purchasesupport@googlemoneypro.com.

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If you wish to become an affiliate of Google Money Pro, you can learn more information by going to <http://www.GMoneyPro.com/affiliate.htm>

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Introduction

Before I tell you why I wrote this guide and exactly how to make money on the internet, I would just like to say that every single thing in this guide is accurate to the best of my knowledge. If someone tells you something in this guide is wrong, they're wrong not you. I've worked with Google AdWords for countless years and am one of their 800 Qualified Advertising Professionals. I see so many people and internet guides give the wrong information about Google AdWords. I know everything in this guide is correct, because I've done every bit of it, don't let anyone tell you otherwise.

Why I Wrote This Guide:

After my years of experience of using Google AdWords, and because of the disappointments from buying other online books, I wrote this guide. Other online books which advertise information explaining how to maximize Google Campaigns basically review four areas:

1. Online Internet Marketing
2. Information about other search engines
3. How to choose a webpage
4. How to start a Google Campaign

I was also disappointed to find that many of these online guides recommended expensive online marketing tools which claimed to magically make your Google Advertising Account successful.

So I decided to write the absolute truth about everything on Google AdWords for the people who needed more information on how to become successful with Google AdWords. This guide contains all of the information you need to know about choosing a product, online Affiliate companies, and enough information about Google AdWords that you will become highly successful without having to advertise on 20 other pay per click search engines. This guide will show you how to make any product you choose become extremely successful.

The Way I Wrote this Guide

I wrote this guide for people who want to use a step by step technique to create an extremely profitable AdWords Account. If you are currently creating a new Campaign, [I would recommend you follow this guide in chronological order](#). If you already have a Campaign, I would recommend reading over this entire guide to find exactly what you need to do to change to make your campaign to make it more profitable.

Important Websites

Keyword Research Tool (formerly Overture Search Term Suggestion Tool):

<http://www.gmoneypro.com/wordtracker.php> - WordTracker's Free Keyword Tool

AdWords Keyword Wrapper:

<http://www.mikes-marketing-tools.com/adwords-wrapper.html>

Google's Keyword Suggestion Tool:


<https://adwords.google.com/select/main?cmd=KeywordSandbox>

Google's Online AdWords Learning Center:

<http://www.google.com/adwords/learningcenter/>

Google's Online AdWords Help Center:

<https://adwords.google.com/support>

 = Google's Learning Center Video Tutorial










































 = Video Tutorial from Steven Holdaway

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Getting Your Free Bonuses

Google Money Pro 2 does come with Free bonuses. These free bonuses include a support forum as well as a free money making website.

Support Forum - Click on the link below to get full access to the Affiliate Data Center online success forum for free. This private forum will allow you to receive immediate online help from Steven Holdaway and will also give you the opportunity to chat with other Google Money Pro customers and members of the Affiliate Data Center.

[Click Here to Sign Up for the Support Forum](#)

Free Money Making Website - Click on the link below to go to my signup page to receive a free money making website. This money making website allows you to sell multiple products at once and also allows you to make money through Google AdSense and email lists.

[Click Here to Get Your Website](#)

A Brief Overview of Online Affiliate Marketing

What Is Online Affiliate Marketing?

Basically, online affiliate marketing is where someone advertises for another person's website and in return the advertiser receives commission for each sale their advertising brings to that website. You are considered an affiliate if you're advertising for a website that you don't own, and you are getting paid for each sale your advertising produces.

Here's an example: Let's say I want to sell computers, but I don't have a website and/or I don't have any computers to sell. Well instead of starting a company, I can just find a company online which already sells computers and offers an affiliate program. Now that I have searched and found a company, I look at what they offer. Let's say they are giving 10% commission on every sale I make. I decide to use that company and I set up my affiliate account with them and they give me a special URL (a web address that will let the company know that it was my advertising which gave them the sale), which I use in my advertisements.

Now I make an advertisement, and display it on Google. Whenever someone sees and clicks on my advertisement it will go to the company's webpage. Let's say that one hundred people click on my text advertisement and one of them buys a computer that cost \$1,200. Because that person who bought the computer clicked on my advertisement the company will give me 10% of \$1,200 which means that I made \$120.00.

Finding Affiliate Companies

Almost every large company online has an affiliate program. There are also companies online where all they do is offer other online business a way to have an affiliate program. I call these companies Affiliate Companies.

These Affiliate Companies manage affiliate programs for thousands of online companies and websites. This means that if you have an affiliate account with an Affiliate Company (don't worry, they are completely free), you can advertise for any of the thousands of websites that use the Affiliate Company to manage their affiliate sales. If you want to, you can search Google for affiliate programs just to see how big online marketing currently is.

When you are looking at these Affiliate Companies you will notice two things. They will offer services to both Affiliates and Merchants (also called vendors). Here's the difference between the two:

Affiliate – Person who promotes a website to receive commission for each product they sale.

Merchant – Person or company which owns the website being promoted by the affiliates.

Here are a few of the most popular Affiliate Companies

ClickBank – www.clickbank.com – Having an affiliate account with ClickBank will allow you to sell digital product (only available via download) for over 10,000 online businesses. Their commission rates on average run anywhere from 10%-75% per each sale the affiliate makes that webpage. I highly recommend starting off with ClickBank.

Commission Junction – www.cj.com – Having an affiliate account with Commission Junction will allow you to sell mostly physical products (must be shipped to the buyer). A few of the big companies which use them are eBay, Dell, Best Buy, Yahoo, and many more.

LinkShare – www.linkshare.com – LinkShare is very similar to Commission Junction. Most of their products are physical goods which have to be shipped to the buyer. Some of the larger companies which use them are Target and Wal-Mart.

Signing Up with ClickBank

Since this is a brief overview of affiliate marketing I am just going to explain how to set up an account on ClickBank.

First off I recommend going to www.clickbank.com to get familiar with ClickBank before you sign up. When you visit ClickBank's webpage you will notice the following screen:



Welcome to ClickBank, the Internet's leading retailer of digital products.

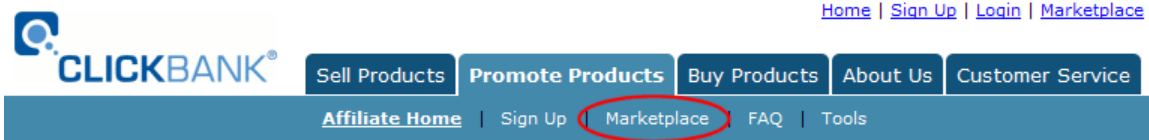
ClickBank is the Internet's largest digital marketplace, where thousands of the web's most popular products are sold every day. Whether you're looking to buy, sell, or promote digital products, ClickBank is for you.



Sell Your Digital Products Today!

Leverage over 100,000 ClickBank affiliates to find customers for your digital products and multiply your profits. Account setup is simple & fast. Find out why over 10,000 publishers

To see which products ClickBank Affiliates can promote, click on the “Promote Products” link on the top of the ClickBank home page. This will take you to a page which gives you more information about their program.

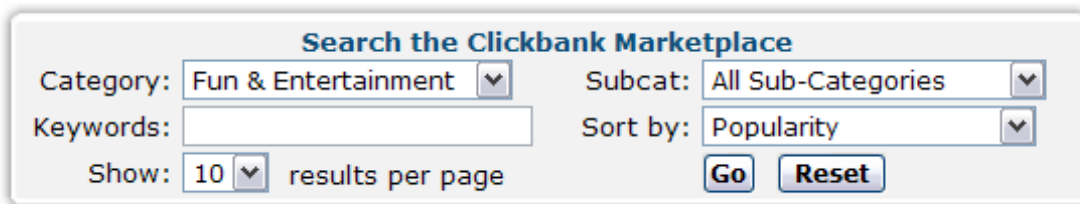


If you look near the top of the page you will see a text link that says “Marketplace”. Click on that link and it will take you to a new page which offers two things.

1. It offers a search so you can search ClickBank's marketplace for a particular product.
2. Near the bottom of the page it will show you the different categories clickbank uses to separate merchants. Scroll to the bottom of the page to view the categories.

You will then see 9 different categories. If you click on one of those categories you will see a large list of companies which you can promote. They are organized by popularity. This doesn't mean the best web pages to promote are always on the first few pages. If you look towards the top of the page when you

are in a Category, you will see a search tool which will help you to further narrow your search for finding a merchant to advertise for.



Search the Clickbank Marketplace

Category: Fun & Entertainment Subcat: All Sub-Categories

Keywords: Sort by: Popularity

Show: 10 results per page **Go** **Reset**

This search tool allows you to specify what type of product you want to find and possibly want to advertise. This search tool contains the following to help you to narrow your search:

Category – This is where you can choose the general subject of the products you wish ClickBank to display. In the screenshot above I am in the “Fun & Entertainment” category, so ClickBank is only displaying websites which sell products that are Fun and Entertain people.

Sub-Category – This is where you can further narrow down the products ClickBank will display. Some of the Sub-Categories in the Fun & Entertainment category include: Novels, Humor, Music, Etc.

Keywords – lets you specifically search for a certain product. For example if I wanted to search for “Computer Software” I would type this into the keyword text box and then I would click “Go”.

Sort By – Tells ClickBank to sort the search results in the market place. The Sort By function contains the following:

Popularity – Displays the most popular products first.

High Gravity – Displays the products with the most affiliates first.

Low Gravity – Displays the products with the least affiliates first.

\$Earned/Sale – Displays the average amount of money earned by affiliates.

%Earned/Sale – Displays the average commission rate earned by affiliates.

%Referred – Displays the percentage of sales made by affiliates only.

When you look at the listings, you will see something that looks similar to the following picture:

^{1.} **2) My Ipod - Earn Huge** ^{2.} **75% Of \$39.95!** **Converting like Crazy!** **Now** ^{3.} **W/Google&Yahoo Tracking, Get Your Free Campaign W/Keywords at Our Affiliate Center.**
^{4.} **\$/sale: \$21.24 | %/sale: 75.0% | %refd: 91.0% | grav: 248.27**
[view pitch page](#) | [create hoplink](#)
^{8.} ^{9.}

1. This is the current rank of the merchant's website for the category or sub category.
2. This is the title, and you can click on this to see what the webpage of this company looks like. You will want to find a company with a webpage that looks professional. Don't promote a webpage you wouldn't buy something from.
3. This is the description of the website so you get a general idea of what the product is without having to visit each website.
4. This is the average amount of money each affiliate earns for each sale.
5. This is the average commission each affiliate earns for each sale.
6. This means 91% of sales are produced by affiliates and 9% of sales of produced by the owner of the website (this is referring to the picture above).
7. This is the current number of affiliates promoting the product.
8. This is another link to view the merchant's website.
9. This is what you click on to receive your unique Affiliate URL or Hoplink. This is the link you advertise with.

Now that you know where to find companies to promote with ClickBank, I will tell you where to sign up for their free affiliate program. This will allow you to promote any website in their Marketplace. Once you have a ClickBank affiliate account you can advertise for several different web pages simultaneously and whenever you get a sale, your commissions will go into one account. After 16 days you will receive a check in the mail for the sales you made.

It can be difficult or confusing to find the location to sign up for ClickBank's affiliate program. Because of this I will give you the link which will take you directly to their Affiliate Signup page. It is very straightforward.

<https://ssl.clickbank.net/signup/?r=stevenhold>

After you sign up you will have your ClickBank nickname, and you will have a password to access your account. Whenever you want to access your account and view your sales click on the "Login" link near the top of every ClickBank page.

So What Happens Next?

I recommend skimming over this section just so you get an idea of what you will need to do when you find the website you're going to promote. I tell you in a few pages how to find the perfect website to promote.

Once you have an account set up, you simply find a company you want to promote. Here's what you should look for:

- A company which has a high commission rate (number 5 above)
- A company who's website looks professional
- A company that's not extremely popular (you will find out why later)

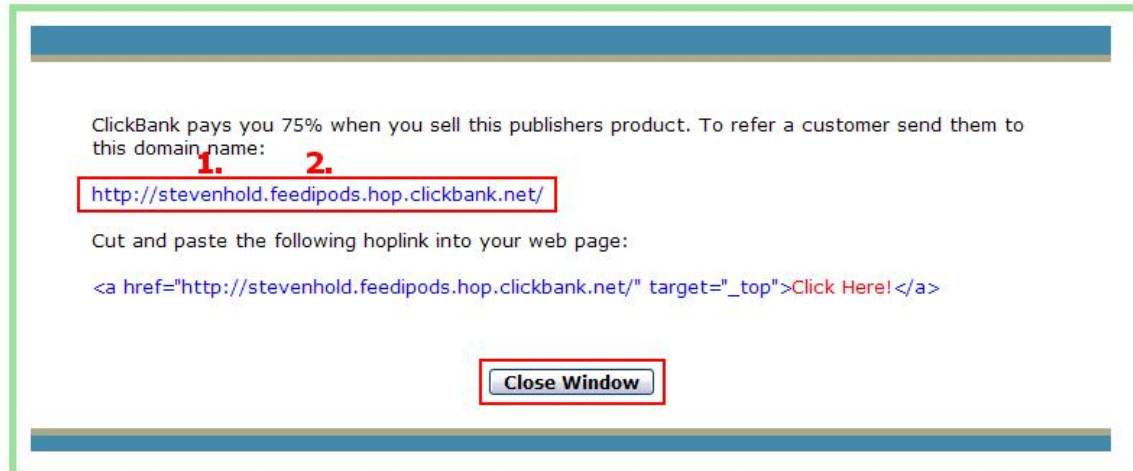
Once you find a company you want to promote, all you have left to do is to click on the link that says "Create Hoplink" (number 9 above).

You will see a window open that looks like the picture below. Simply enter your ClickBank nickname (I used my nickname "stevenhold" below) in the appropriate text box and click on the "Submit" button. Don't worry about entering anything in the Tracking ID box.



The screenshot shows a web form with a blue header and footer. The main content area is white. At the top, it says: "You can earn 75% for each paying customer you refer to this product. For details please enter your ClickBank nickname and [tracking ID](#) (if you have one):". Below this, there are two input fields. The first is labeled "ClickBank NickName:" and contains the text "stevenhold". The second is labeled "Tracking ID (Optional):" and is empty. A "Submit" button is positioned below the second field. At the bottom of the form, there is a link: "No nickname? Click [HERE](#) to sign up first. Its free!". A "Close Window" button is located at the very bottom of the form area.

After you click on the "Submit" button you will be taken to a page that looks like the following picture.



The web address with the red rectangle around it is the address you will use to advertise with, this is called your affiliate hoplink. You will want to save this address. You can do this by highlighting it with your mouse and by hitting Ctrl+C (control & C keys on your keyboard). Then you can paste it into Notepad or any other text program in your computer by hitting Ctrl+V. Or you can just write it down on a piece of paper. I would recommend testing your affiliate hoplink by typing it into your web browser. Make sure that it goes to the right webpage you're wanting to advertise.

You will also notice in the above picture that I have numbered two things in red. The first thing numbered (# 1.) is your Nickname, and the second thing numbered is the Nickname the company uses. You will see the company's nickname appear in your sales data every time you make a sale for them.

Now that you have the company you want to advertise for, and you have the web URL to advertise with (this is your Affiliate Hoplink), all you've got to do is write an advertisement and display it on Google AdWords. Sounds easy right? Well let me put it this way...it is extremely easy to do...the wrong way. But if you do it the right way, you will highly profit off of each and every webpage you promote.

The rest of this guide explains how to create the perfect advertisement for the company/website you're promoting and shows you how to display that advertisement to millions (millions not thousands) of people every day. If you follow this guide correctly and don't skip over sections, you will be able use Google to your advantage, which will allow you to make an absolute fortune online.

How to Find the Perfect Website to Promote

This is probably the most common question I get from people purchasing Google Money Pro, so I am going to go over this section very thoroughly.

Don't worry, there are certain things that all good and profitable websites have, so if a website meets the criteria then there is a good chance it will be profitable. The more problems you find with the website, the higher the chances are that the website will be unprofitable, so below I will tell you exactly what to do to find a profitable website:

I recommend watching the following video that shows how I find profitable websites to promote.

[Steven Holdaway Video – Finding Profitable Clickbank Products](#)



Filter 1 – Ignore the Impossible Websites

You might be wondering what an impossible website is and how to ignore it. Well an impossible website is a website that is nearly impossible to make money online with (well make money by advertising on Google AdWords). Here is a list of the impossible websites that you should not promote:

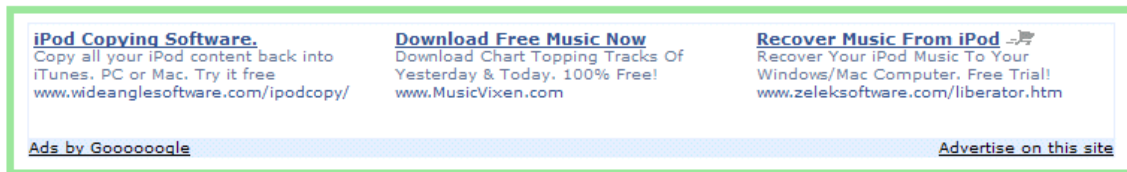
- **Paid Survey** – Paid survey websites are way too popular with other affiliates, they have very high refund rates, and they are usually region specific (meaning they only sell well in certain countries).
- **Download Unlimited Music, Games, Videos, Movies** – These websites offer a one time fee or a subscription fee so people can download unlimited songs, movies, software, videos, games, etc. These websites are illegal (well, they are using loopholes to avoid being 100% illegal), but they are illegal enough that Google will not let anyone advertise for these websites.
- **Auction Websites** – This includes websites that mention government auctions, seized auctions, or car auctions. These websites are hard to advertise for and don't usually convert very well.
- **Dieting Websites** – Dieting websites are very over advertised, which means that your advertising costs will be very high. These websites also have higher refund rates.

Filter 2 – Avoid Poor Websites

Many people still lack faith in internet security, and even the search engines look for certain things in websites (SPAM filters) which can affect your overall online success. That's why you will want the website you're promoting to have the best chance possible to look safe not only to the customer, but also to the search engines.

The following is a list things that can possibly hurt your advertising success with Google and your sales rates with potential customers. You will want to avoid websites that do the following.

Websites that have AdSense advertisements on them – AdSense advertisements look like the screenshot below this paragraph. Google doesn't consider a website in AdWords high quality if it contains several AdSense advertisements. You should also avoid advertising for websites which display Yahoo's advertisements. They look almost identical to Google's, but say Yahoo instead.



Websites that are already being heavily advertised – Don't promote websites with tons of affiliates already promoting them. Chances are that these affiliates are already advertising on Google or have already tried to advertise on Google. This is easy to find in ClickBank because ClickBank tells you how many affiliates are currently selling products for the merchant by giving them a Gravity rating. If the word "Gravity" sounds familiar, it's because I talked about it in the ClickBank signup section. I personally avoid advertising websites with a gravity higher than 30.

Websites with duplicate content on each page – Don't promote websites that have very few pages or have duplicate content on each page. This means websites that have links to other pages that instead of going to a different page, redirect you to the same page you are on. For example, if you went to a website and click on the link to visit their Contact Info, but it instead took you to their home page. Also, try to find WebPages with more than just 1 page. Google will give the webpage a higher quality score if it has several pages.

Websites that force you to sign up for something – This includes websites that force their visitors to give their email address before they can continue to another

page. You can promote websites that ask the user to sign up for a mailing list, but don't promote the websites that require it before continuing.

Websites without a Privacy Policy – Google favors websites that have a Privacy Policy (or a Terms of Service). This link is usually near the bottom of the page and is a small text link. This isn't too common for most WebPages, so if the webpage doesn't have this, don't worry too much. But you should still look for it and favor websites that contain it.

Websites that are confusing or tricky – If the website is confusing to you, then don't promote it. Make sure the website has clear information and contains an easy way for you to navigate the website. This can either be by a site map, or if the website is small enough it can have links to each of the pages at the bottom of every page. Try to avoid WebPages where the only way you can get to the previous page is to click the back button.

Websites that have pop-up windows – You don't want to promote websites that have popup windows. Google doesn't allow people to advertise for websites that have popup windows. If it is a dynamic popup window, it's okay. Dynamic popup windows kind of float around the webpage and if you minimize the webpage the popup window is also minimized.

Websites that you wouldn't buy something from – If you wouldn't buy something from the website you're promoting (for any reason other than you're not interested in it) then you shouldn't promote it.

Websites that have a low commission rate – Commission is the amount of money you will get paid each time you sell a product for the website. If the commission rate is too low, it will be near impossible to make a good amount of money online. I don't promote anything lower than 50% commission rate.

Other factors you want to avoid – This includes misspelled words, pictures that don't appear, websites contradicting themselves, etc. Also, try to avoid websites that rely very heavily on Flash presentations. If you don't know what this is, don't worry about it because most affiliate pages don't use heavy amounts of it.

Filter 3 – Find the Best Designed Websites

So...you know what design issues can hurt a websites profitability now you just need to know what features increase conversions and sales, as well as favor with the search engines.

Here's what well built highly profitable websites all have in common:

Contact Us Page – The webpage will need to have a contact us page. This isn't just an email address at the bottom of the webpage. A contact us page is a page that has an actual email form that you can quickly use to contact the support. It's also a bonus if the website offers a telephone number, fax number, or a mailing address, but don't expect this because many websites don't offer telephone numbers for privacy issues.

Website Security – Everyone wants to be certain that they are not going to fall into an online scam or become a victim of identity theft. Websites that go out of their way to ensure online security sell a lot better than websites that don't have certificates that display their protection. Please note that if you're a website owner and you want one of these certificates, you can't simply take a picture of it and display it on your website, these security images cost an upwards of \$1,000 per year apiece. All websites with valid security certificates have a picture showing that their site is secure with a valid link that gives more information about their site's security.

Money Back Guarantee – Websites with money back guarantees sell many times better than websites that don't offer money back guarantees. All ClickBank products have money back guarantee and ClickBank websites that don't display this are missing out on a lot of sales.

Filter 4 - Choosing the Profitable Website

This section will tell you how to find the absolute best website to promote online.

Now that you know what to look for in your websites it's time to choose 4 websites that you are interested in promoting. I recommend you get a piece of paper and write down either the title or web address for each of the four websites you choose to promote.

Here's what you should do step-by-step:

1. Choose a professional looking website.

2. On a piece of paper write down the websites title or web address, the type of product they're selling, and their current gravity level (if you're on ClickBank).
3. Do this for 4 completely different websites (don't choose four websites that sell the same type product either).

Now that you have this on a piece of paper you will want to narrow down the list to just one perfect website. First off, we are going to find out if the website is popular or not, because let's face it...you can find the best website in the world, but if no one is searching for it you're not going to become a millionaire. You want something that's popular because it will generate sales day after day.

Here's what you should do to find the popularity of the website:

1. Go to [WordTracker's Keyword Tool](#) and type in the main theme for the first website's product. For example if the website sold guitar lessons then you should type in guitar lessons.
2. On the next page you will see a large list of words (keywords) similar to the word "Guitar Lesson". You will see a number next to each word. This number is the estimated number of people who search using those words in a day. Find the keyword that has the highest number next to it and multiply that number by 30 (30 days) to get monthly performance information. write this number next to the website it's related to. For example at the time of writing this the keyword "Guitar Lesson" was searched 30,688 times. So I would write down 30,688 next to the website on my list that sold guitar lessons.
3. Now repeat this for all of the websites on your list until each website has a number next to it.

When each website has a number next to it you will have a general idea of how popular the product is. Here's a list of how to determine how popular your product is:

Searches	Popularity
Less than 12,500	Not Popular Enough
12,500 - 40,000	Popular
40,000-150,000	Very Popular
150,000+	You need to be more specific

So you want to find a product that receives at least 12,500 searches per month, but not more than 150,000 searches a month.

If one of the websites you've chosen meets all the criteria above, then congratulations you have found a potential gold mine online. The only thing between you and wealth is getting people to see this website.

If two or more of the websites meet the criteria then you will need to choose one of the websites to advertise. Do not start off online by advertising two or more different websites at once. This is something you will do later on when you have more experience. So for now just choose one website.

If none of the websites you've found meets all of the criteria above, then don't worry keep on searching. I would much rather spend 10-20 more minutes searching for websites then miss out on the chance of finding a website that could make me hundreds of dollars profit per day.

Question Asked: Which Affiliate Company Should I Focus On?

This is basically up to you. I would recommend visiting each affiliate network before you make a decision. Although it may be easier to just focus on one in the beginning, you can promote and sell products in several different affiliate networks at the same time. Try not to overwhelm yourself.

Personally I prefer ClickBank because it eliminates the whole shipping and handling process since all of their products are digital goods (download only), and I am very pleased with them. In my experience digital products sell faster than physical products.

Question Asked: Should I focus on finding many products that generate a small amount of profit each, or only a small select range and then squeeze as much profits from these as possible?

First off, you should find one website that sells well. Then from there you should keep finding more and more websites that sell well until you have multiple sales coming in hourly. I favor both the websites that generate small profits and the websites that generate large profits. Usually though people prefer fewer websites with larger profits. This way there is less hassle and upkeep of your Google Accounts, but websites with smaller profits sell faster. So in the end they are about the same.

The Next Step

Now that you have found a profitable website all you need to do before you can make tons of money online is to get thousands of people to visit this webpage every single day.

So how are we going to do this? Well we're going to use Google AdWords of course! In the next few sections you will learn about Google AdWords and you will be shown the basics of Google AdWords. Don't worry, I'm going to get way more advanced than this later in the guide, but it's very important that you read this guide completely through in chronological order. Otherwise there is a very good chance that you can get confused.

Section 2 – Making Money With Google

Google's New Advertising Policy

As some of you are aware, Google changed their advertising algorithm in July – August 2006 and they are continuing to change their advertising policy to keep up with increased competition from MSN AdCenter and Yahoo Search Marketing. This change affected many advertisers and has caused several advertisers to drastically increase their bids or leave Google AdWords.

If you are a current Google Advertiser and want to know what you need to do in order to beat Google's new advertising policy, please read the full report I've written in the section about Google's Quality Score later in this guide.

If you are a beginner to Google, then simply continue with this guide. I have included in the text the information you need in order to avoid getting hurt by the policy change.

What is Google AdWords

Google AdWords is a pay per click program that allows you to advertise on Google's search engine as well as their partner sites and millions of other smaller websites. In Google AdWords you will create appealing text advertisements to convince people to visit your website and you will also generate keyword lists which tell Google when to display your text advertisement. These are the two things that determine how much money you will make online.

Sounds easy right? Two things stand between you and online success. Unfortunately not many people can master these two things because it is harder than it seems. Lucky for you, you're going to have a Certified Google Advertising Professional guide you through everything to make sure you succeed online.

I recommend you watch the following video by Google that tells you what Google AdWords is:

[Google's Video – What is Google AdWords](#)



How Advertising on Google Works

Whenever you search for something on Google you will see the following:

The screenshot shows a Google search for "web hosting". The search bar is at the top with the Google logo on the left and navigation links (Web, Images, Groups, News, Froogle, Local, Scholar, more) on the right. Below the search bar is a search button and a "Search" button. The search results are displayed below, with a header indicating "Results 1 - 10 of about 616,000,000 for web hosting (0.16 seconds)".

The results are divided into two main sections:

- Red Highlighted Results (Sponsored Links):** These are advertisements. The first result is "Web Hosting w/Free Setup" from www.gate.com, offering 5GB Disk, 200GB Data, 500 emails, \$1 Domains, and a Free T-Shirt. The second result is "Best 10 Web Hosting Chart" from www.thehostingchart.com, featuring reviews of the top 10 web hosting companies. The third result is "Superior Web Hosting" from www.ValueWeb.com, offering 5GB Disk, 100GB Transfer, Free Setup, and a Free WebSite Builder.
- Green Highlighted Results (Organic Search Results):** These are unpaid search results. The first is "Web hosting, domain names and web design services by FortuneCity" from www.fortunecity.com. The second is "WEB HOSTING: Compare Prices, Consumer Reviews, Help, Guides ..." from www.findmyhosting.com. The third is "Bravenet.com - Free websites, guestbook, forum, counter ..." from www.bravenet.com. The fourth is "Web Hosting Resource and Directory since 1997 - Tophosts.com" from www.tophosts.com. The fifth is "Web Host Directory: The best free source of web hosting services ..." from www.webhostdir.com. The sixth is "HTML Help by The Web Design Group" from www.htmlhelp.com.

On the right side of the search results, there are additional sponsored links:

- "Top 10 Web Hosting List" from www.Top-10-Web-Hosting.com
- "3 Months Free Hosting" from www.Hostway.com
- "Top 10 Web Hosting Chart" from www.Top-10-Web-Hosts.com
- "Affordable Web Hosting" from www.namesecure.com
- "Top Web Hosting Companies" from www.hostcritique.com
- "Compare Web Hosting" from www.Top-5-Web-Hosting.com
- "Web Hosting Offer-\$4.95mo" from www.Globat.com

Notice I have highlighted results in two different colors, red and green.

The green highlighted web pages are the search results pages. These are the pages which are displayed for free and are the web pages that most people click on when searching for something.

The red highlighted web pages are the Google AdWords paid advertisements. These advertisements are always shown to the right of the search results and are sometimes shown above the search results. The AdWords advertisements are Pay Per Click (PPC), which means that the owner of that advertisement pays Google a few cents every time someone clicks on their advertisement. The red sections are where your advertisement will appear when you sign up for Google AdWords.

I recommend watching this video by Google to get more information about where your advertisements are displayed:

[Google Video – Where are My Ads Displayed](#)



Why would I want to Pay Per Click, when I can get free traffic on Google?

The main reason for wanting to pay for traffic is because it is very very difficult to receive free traffic on Google.

When you sign up for Google AdWords Pay Per Click advertising your advertisement will be displayed almost immediately in Google's search results (usually within 5 minutes). You can also decide which search results page you want your advertisements to appear on (the first page always receives more visitors than the other pages).

If you wanted to receive free advertising you would have to own the website you were promoting. It would be really difficult to do otherwise. Then you would have to optimize your website for Google and then submit it to Google to be displayed in their search. This may sound good, but it can take up to 6 months, and that will not even guarantee you a 1st page position.

Affiliate Marketing on Google AdWords

Contrary to what most people say about affiliate advertising on Google AdWords, [it is not required that you have your own landing page or web page in order to Advertise for another website on AdWords](#). Most people think they need to have their own landing page because Google doesn't allow two or more advertisements for the same webpage to appear for the same search. This is not true. In fact, I have videos in this guide that prove this isn't true.

Here is how this rule works. When you create an advertisement for Google you are asked to enter two different types of URLs (web addresses). One is the Display URL which is the URL that the web surfer sees on your text advertisement and the other is the Destination URL which is the actual URL that the web surfer goes to when they click on your advertisement.

Google then looks at these URLs and compares them with your competitors URLs for each keyword in your keyword list. If there is another advertisement that uses the same display URL, Google will not display your advertisement because there is already another advertiser advertising the same website as you for that keyword. Google will only display your advertisement in place of the

competitor's ad only if your text ad is better than theirs. Google uses an algorithm called the Quality Score (we talk about this later) to determine this. So if your quality score is better than the other advertisers, then your advertisement will always be shown.

There are two ways to always have your advertisement shown:

1. Create your own landing page. If you do this your text ad's display URL will be unique, so your advertisement will be shown. Unfortunately, using this technique requires that you know how to make a webpage.
2. Optimize your advertisement so its quality score will be higher than your competitors. This is the best approach in my opinion.

How to Start A Google AdWords Account

If you're new to this and want to watch a video showing you how to sign up, then I recommend watching this following video:

[Steven Holdaway Video – Starting an AdWords Account](#)



Here's how to sign up:

Go to www.google.com and look towards the bottom of the page. You will see a link which says "Advertising Programs". Once you click on that link you will be taken to the following page:

<http://www.google.com/ads/>

Once there you should click on the link which says Google AdWords.

You will then be taken to a page which looks like the following picture. I would recommend book marking this page or add it to your favorites because you will visit it often. Click on the button titled "Sign up now" to sign up for your AdWords account.

Here's a \$50 AdWords credit for your Google Account. If you use this you will receive \$50 in free advertising. I've personally never used this because if you repeatedly use free AdWords credits you can get banned from Google. This also many not work for accounts in smaller countries:

[Click Here for the Credit](#)

Google AdWords

English (US)

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

Sign up now »

Sign in to Google AdWords with your **Google Account**

Email:

Password:

Sign in

[Forgot your password?](#)

Learn about AdWords

How it works

[Why it works](#)

[Costs and payment](#)

[For local businesses](#)

[Success stories](#)

You create your ads
You create ads and choose keywords, which are words or phrases related to your business.
[Get keyword ideas](#)

Your ads appear on Google
When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.

You attract customers
People can simply click your ad to make a purchase or learn more about you. It's that easy!

[Sign up now | Next topic »](#)

Keywords are what people search for on Google.

Your ad appears beside relevant search results.

After clicking “Sign up now”, you will be taken to a couple of pages which will ask you how you want to set up your advertising group(s) with Google. As for now, we will just set up a dummy campaign, meaning that you are not going to advertise anything in this campaign. Why are you creating a dummy campaign? I am going to go over in extreme detail how to set up a perfect campaign later in this guide, and for now I don’t want you to worry about advertising, I just want you to have a Google Account.

After you hit the “Sign up now” button, you will be taken to a page where it asks you what type of AdWords account you want to create. Select the “Standard Edition” and click on the “Continue” button.

I recommend watching this Google video that gives you information about starting a Standard Edition account with Google AdWords:

[Google Video – Starting A Standard Edition Account](#)



After you hit the “Continue” button you will see a selection where it asks you to **Target Customers By Language**, choose which language you wish to advertise in (this should be the language the webpage is in that you’re thinking about advertising).

In the **Target Customers By Location** selection you will select where you want to advertise. There are three sections; I would recommend the Countries and Territories selection for now.

Countries & Territories – This is where you will advertise in certain countries or territories. For example if I wanted to advertise in North America only, I would choose the Countries and Territories option and I would select the countries Canada, Mexico, and United States.

Regions & Cities – This is where you will advertise in specific cities and regions. This works best if you’re advertising for a local flower shop or a furniture store located in one or many cities. If this was the case you could specify Regions & Cities and if you lived in the USA you could advertise in New York, Boston, and Philadelphia if the business was located in the North East.

Customized – This is where you customize where you want your ads to be displayed. You can choose very specific places to advertise...like certain cities, regions, etc.

Next you will be prompted to choose more specific areas to advertise, such as individual countries, regions, or cities. You will only need to choose one city, country, or region for the dummy campaign. Since I live in the United States, I chose “United States”.

When you hit the “Continue” button you will be asked to make the advertisement for the website you are promoting. Again, you can edit this later so just make a quick advertisement. If you don’t know what to do, simply do the following:

Example short ad:

[Search Engine Advertising](#)
 Learn How to Make Money Online
 by Advertising on Search Engines
www.gmoneypro.com

Headline: Max 25 characters

Description line 1: Max 35 characters

Description line 2: Max 35 characters

Display URL: Max 35 characters

Destination URL: Max 1024 characters

Headline: "Search Engine Advertising"
 Description line 1: "Learn How to Make Money Online"
 Description line 2: "by Advertising on Search Engines"
 Display URL: www.gmoneypro.com
 Destination URL: www.gmoneypro.com

Don't worry; you're not even going to use this advertisement. Google just wants you to have something entered here before you can continue.

After you click on the "Continue" button you will be prompted to enter keywords, this can be edited later so just enter one keyword which is related to your website and hit continue. If you used the previous advertisement, just enter "googlemoneypro" as your only keyword.

On the next page you will be asked to choose which currency you want Google to use to bill you. Select the appropriate currency, because you cannot edit this later. Then you will see a section where it asks you **What is the most you would like to spend, on average, per day?** This is your Max Daily Budget, set this anywhere from \$8.00 - \$10.00 and go to the next section (don't worry, you're not going to get billed this amount). The next section is **What is the maximum you are willing to pay each time someone clicks on your ad?** This is your Maximum Cost Per Click. Enter \$0.05 here and click on the "Continue" button on the bottom of the page.

Now hit the continue button and you will see a page which shows you all of the current settings to your Advertisement Group. Read through them and click on the “Continue to Sign Up” button at the bottom of the page.

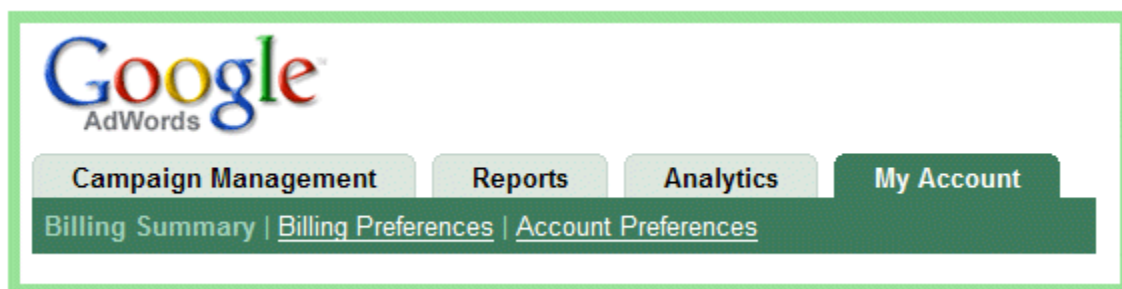
The next page will ask you if you already have a Google Account. If you do, simply enter your email address and password and click on the button titled “Create AdWords Account”. If you don’t have a Google Account look for a link on the page which says “Create a new Google Account to be your login to AdWords”. This will create a new Google Account for you.

If you don’t already have a Google account it will ask you to enter your email address and a password, make sure this information is correct because Google will send you an email right after you create your account. After you enter this information, click on the “Create AdWords Account” button.

Google will now send you an email to the email address you specified which will contain a link that you will need to click on in order to activate your account. Simply click on the URL in your email from Google.

After you go to that URL you can log into Google AdWords using your email address as your User Name and the password you created earlier. Once you are in your account, you will need to specify a credit card for Google to use in order to bill you. Here’s how to do this.

1. Click on the “My Account” tab located near the top of the Google Account webpage.
2. Once you are there, you will notice the following near the top of the page in your Google Account.



Click on the “Billing Preferences” link near the top of the page. This will take you to the appropriate location where you need to enter your credit card information.

You will be charged a \$5.00 activation fee, but don’t worry this is not a lot at all, most other search engines charge you much more than this. After you enter your credit card and personal information your account will be activated.

Now it is time to pause the dummy campaign so you will not receive any traffic to it. To do this click on the “Campaign Management” tab. You will see something that looks a bit like this:

All Campaigns

+ Create a new campaign: [keyword-targeted](#) | [site-targeted](#) [?]

Feb 20, 2006

today
Feb 20 2006 - Feb 20 2006 Go

<input type="checkbox"/>	Pause	Resume	Delete	Edit Settings	Show all campaigns				
<input type="checkbox"/>	Campaign Name ▼	Current Status	Current Budget [?]	Clicks	Impr.	CTR	Avg. CPC	Cost	
<input checked="" type="checkbox"/>	Campaign #1	Paused	[\$10.00 / day]	0	0	-	-	\$0.00	

Notice that in the “Current Status” column in the picture above it says “Paused”. Unless you’ve already paused your campaign, the Current Status for your campaign will say “Active”.

Remember earlier when I said to just choose one country, one keyword, and a basic advertisement and not to worry about it being perfect because I would get into that later in more detail. Well, now is when you are going to learn more information about those things. So, to make sure you don’t receive any activity in your account until you know how to properly manage it, you will need to Pause your Campaign.

It is fairly easy to pause your campaign. In the picture above I put a red “X” and a red rectangle to help you know what to do. So just check the box next to your only campaign and hit the “Pause” button. This will pause your campaign.

Now that you have an account set up, you are ready to learn how to create a perfect Campaign so you can begin making money online.

Google AdWords Account Layout

It's about time that you need to know basic AdWords Account information such as keywords, campaigns, and AdGroups.

Keywords – Keywords are what people search for in Google. Whatever someone types into Google's search box is a keyword. If someone searched for "Google Money Pro" on Google, the keyword is "Google Money Pro". If someone searched for "red hat with eBay logo" their keyword is "red hat with eBay logo".

So basically a search query is a keyword. Whenever you have a keyword that matches someone's search query, your advertisement will be displayed. So the more keywords you have, the better the chances are that someone's going to see your advertisement. This is why it's important to have keyword lists, which is basically a list of many keywords.

Text Advertisement – Text advertisements are pretty self explanatory. They are the advertisements you use on Pay Per Click search engines. Of course, text advertisements are only text, which means you can only use text (if you want your ad to be viewable to everyone, Google allows image ads but they won't be displayed to everyone).

AdGroup – An AdGroup is where you store your keyword lists and text advertisements in your Google account. Your keyword lists can contain a maximum of 2,000 keywords and you should have at least two to three different text advertisements in each AdGroup.

Campaign – A campaign is where you store your AdGroups. If you're selling computers, I would name my campaign "Computers" and I would name my AdGroups within that campaign names like "Dell", "Apple", "Gateway", "HP", etc. You also control your daily budget as well as what countries you advertise in from your Campaign settings.

Now that you know some basic information about your Google account, it's time to create a "real" Campaign, AdGroup, Text Ad, and Keyword List.

Creating a Keyword Targeted AdWords Campaign

Now that you know the basic layout of your Google AdWords account, it's time that you create a keyword targeted campaign, which means a campaign that you use keywords to advertise. But before you start a campaign, please read over the following things which are very important for you to know.

I recommend watching the following video that shows you how to create a keyword targeted campaign:

[Steven Holdaway Video – Create Google AdWords Campaign](#)



[Steven Holdaway Video – Create Campaign & AdGroup](#)



General Info

Keyword targeted advertising the most common type of advertising with Google AdWords. This is the type of advertising you see most often on Google, it is what most people think of when they hear about AdWords. When you are searching Google, the AdWords advertisements are displayed on the top and/or right of each Google search page. You can see an example of what they look like to the right of this paragraph.

Things to Remember

Please remember these two things before you start your account. Although there are things that are more important, but these things can severely hurt beginner advertisers.

Sponsored Links

[Best 10 Web Hosting Chart](#)

Reviews of the Top 10 Web Hosting Companies - Evaluated by Webmasters
www.thehostingchart.com

[Web Hosting \\$4.95](#)

5000 MB of Space, Free Domain
Extremely Fast & Award Winning!
www.ace-host.net

[Web Hosting - 40% Off](#)

Free Domain, Free Setup and Free
Design Software Signup Today!
www.valuweb.com

[Free Homepage Creator](#)

Blogger Lets You Start A Homepage
In Three Easy Steps - Learn more!
www.blogger.com

[Top 10 - Web Hosting](#)

Web Hosting Reviews by Webmasters
Good & Bad about Web Hosting firms
www.hosting-review.com

Obey Google's Rules

Google's advertising policies are very strict. They will notify you via email and/or by a message in your account whenever there is something wrong with your account or your advertisements. If you do not fix what they notify you about, then you may become banned by Google. Don't expect this to be a temporary ban either. If Google decides to ban your account they will not accept any of your payments from any credit card you enter. Each time you use a different credit card in a banned account, that credit card will also be declined by Google AdWords. If you ever use that credit card to pay for another AdWords bill, even if it is in an active account, that AdWords account will also become banned. If you ever do become banned, you will not be able to receive traffic to your advertisements, and you will need to call Google to get it fixed.

Don't Ever Completely Change Your Target URL (Destination URL)

If you are a beginner, or even an expert with Google AdWords, you should know that occasionally the website you are advertising for will temporarily go down. The absolute worst thing you can do when this happens is to quickly change your Text Ad's Destination URL to another website which sells a similar product.

Why shouldn't you do this? Even though switching websites will prevent you from having to pause your Account, it will make your Quality Score go to 0.0. Basically, your quality score is what Google uses to decide what you pay for each keyword, it keeps your keyword(s) activated, it ranks your advertisements, and it determines how often your text ad is displayed in Google Searches. Your Quality Score in Google is similar to your Credit Score in real life. You want it to be as good as possible because it saves you money. By changing your target URL, this will reset your quality score, causing your traffic to go way way down. If you absolutely have to change the URL, I would recommend pausing the campaign you don't want, and then create a new campaign. Then using Google's Copy & Move keywords tool, copy all of your keywords to the new campaign you just created. It may take 5 minutes longer than changing your URL, but your Quality Score will be the exact same for your new Campaign as it would have been if you changed the URL in your old Campaign, PLUS your old text ad's Quality Score will not be affected, so you can later unpaue that campaign to receive the same amount as traffic as before. (I'm sorry if some of the terms in this paragraph were confusing to you. I realize that I haven't talked about the Quality Score yet, but it is important that you know what not to do).

The only time(s) when you should change your Destination URL is when you have created a brand new campaign or AdGroup and you are testing new merchants and advertising new products.

Setting up a new Keyword-Targeted Campaign

Here are the Step by Step instructions on how to create the perfect Google AdWords Campaign. If you already have a campaign running, I suggest you read over this, because you will find things you will want to improve. If you are thinking about starting a new campaign, simply read over these steps as you create your campaign because these steps are in chronological order and will significantly help you. If you set up the dummy campaign, I would recommend starting a new campaign from scratch (just keep your dummy campaign paused for now).

The Very Beginning

Before you do anything, I want you to have a website selected that you want to advertise. If you haven't picked one yet, go ahead and find one. If you need to, you can look towards the beginning of this guide to help you through the process of finding a good website.

Google's policy now benefits those who have very targeted and unique AdGroups. This means that all AdGroups should contain keywords that are all very similar and are closely related. This also means that a properly targeted AdGroup shouldn't have more than 1,000 keyword in it (it really shouldn't have more than 600). If you absolutely need to, you can have up to 2,000 keywords per AdGroup, which is the keyword limit.

How to Know Which Keyword Groups and AdGroups to Have

Grouping keywords together isn't just important for Google, it also helps increase click through rates and conversions. Each keyword group should have its own AdGroup, this way you can have very specific text ads (I explain this more later). In this section I am going to show you how to know what keyword groups you want to use for your Google account.

First, you will need to use Google's Keyword Tool. Click on the link below to open Google's Keyword Tool:

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

When the page has finished loading you should see something similar to this:

The image shows a screenshot of the Google Keyword Tool interface. It is titled "How would you like to generate keyword ideas?". There are two radio button options: "Descriptive words or phrases (e.g. green tea)" which is selected, and "Website content (e.g. www.example.com/product?id=74893)" which is unselected. To the right, there is a text input field with the placeholder "Enter one keyword or phrase per line." Below the input field is a checked checkbox labeled "Use synonyms". At the bottom right of the form is a button labeled "Get Keyword Ideas".

Now click on the selection titled "Website Content".

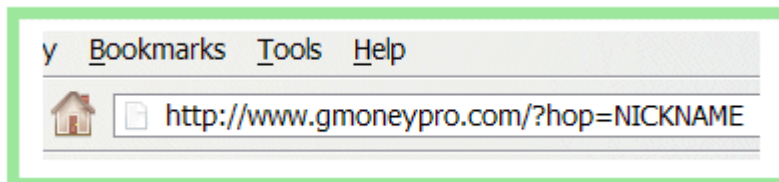
It will prompt you to enter a URL. Simply enter the main URL of the website you want to advertise for.

If you're doing this with a ClickBank ID use the following example to get the main URL for the website, because entering your Hoplink address will not work.

Enter your affiliate hoplink into your internet browser's address bar.

If you were promoting Google Money Pro you would enter a similar address into your address bar: <http://NICKNAME.googlemp.hop.clickbank.net>

When the page loads you will notice that the address in the address bar will change. It will change to the website's main URL. If you were promoting Google Money Pro it would look similar to this web address: <http://www.gmoneypro.com/?hop=NICKNAME>



The URL you want to enter into Google's Keyword tool is the main URL, so you will just need to copy/paste or simply type this URL into Google's Keyword Tool.

So the address you enter in Google's Keyword Tool should look similar to the address in the picture below:

How would you like to generate keyword ideas?

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

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

Enter a webpage URL to find keywords related to the content on the page. [?](#)

Include other pages on my site linked from this URL

[► Or, enter your own text in the box below. \(optional\)](#)

Just click on the button titled “Get Keyword Ideas” for Google to find keyword related to the page.

Google will now search the webpage to find the keywords which are the most related to that website. The page will change and will list several columns of keywords when Google is finished searching the website.

Showing keywords grouped by these terms:
[google adword](#) (16), [making money online](#) (5), [google](#) (8), [money maker](#) (19), [earn money](#) (9), [making money](#) (22), [adword](#) (10), [money](#) (25), [money online](#) (5), [Miscellaneous keywords](#) (1)

Keywords related to **google adword** - sorted by relevance [?](#)

Match Type: [?](#)
Broad

Keywords	February Search Volume ?	Advertiser Competition ?	
google adwords	<div style="width: 20%;"></div>	<div style="width: 10%;"></div>	Add »
google adwords advertising	<div style="width: 20%;"></div>	<div style="width: 10%;"></div>	Add »
profit from google adwords	<div style="width: 20%;"></div>	<div style="width: 10%;"></div>	Add »
google adwords support	<div style="width: 20%;"></div>	<div style="width: 10%;"></div>	Add »
google adwords tutorial	<div style="width: 20%;"></div>	<div style="width: 10%;"></div>	Add »
google adwords professional	<div style="width: 20%;"></div>	<div style="width: 10%;"></div>	Add »
google adwords management	<div style="width: 20%;"></div>	<div style="width: 10%;"></div>	Add »
google adwords keyword tool	<div style="width: 20%;"></div>	<div style="width: 10%;"></div>	Add »
google adwords api	<div style="width: 20%;"></div>	<div style="width: 10%;"></div>	Add »
google adwords affiliate	<div style="width: 20%;"></div>	<div style="width: 10%;"></div>	Add »
google adwords help	<div style="width: 20%;"></div>	<div style="width: 10%;"></div>	Add »
google adwords campaign management	<div style="width: 20%;"></div>	<div style="width: 10%;"></div>	Add »
google adwords keywords	<div style="width: 20%;"></div>	<div style="width: 10%;"></div>	Add »
google adwords software	<div style="width: 20%;"></div>	<div style="width: 10%;"></div>	Add »
google adword	<div style="width: 20%;"></div>	<div style="width: 10%;"></div>	Add »

If you look near the top of the results you will see something that says “Showing keywords grouped by these terms:”. In my particular search, the following keyword groups were shown:

Showing keywords grouped by these terms:
[money maker](#) (11), [making money](#) (20), [money](#) (8), [making money online](#) (5), [earn money](#) (14),
[adwords](#) (18), [earn money online](#) (6), [Miscellaneous keywords](#) (4)

Google may show more or less keyword Groups for your webpage, so don't worry if your results look different from mine.

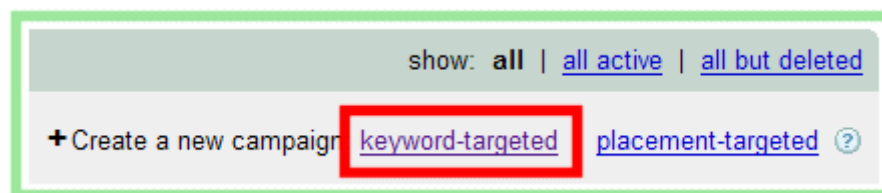
Write down these groups on a piece of paper because you're going to create a new AdGroup for each keyword group.

Since each one of these groups is eventually going to be its own AdGroup, each AdGroup is going to contain keywords only closely related together. For example, one of my AdGroups name “adwords” will only contain keywords that have the phrase “adwords” in them. We will get more into finding keywords later in this guide.

Starting Off

Now, you will need to create a new advertising campaign.

First you will need to login to your Google account and to create a new keyword campaign, click the link “Keyword-Targeted” campaign.



Naming Your Campaign & AdGroup

You will be prompted to name your campaign. Your campaign name is what will be displayed on the first screen when you log into your Google AdWords account.

Since you will most likely have several campaigns, when you name your campaign you will want to make sure it is a unique name that will let you know exactly what you are advertising in that campaign. I do not recommend advertising for several different products within one campaign. If you plan to advertise for two different

products or websites, make two different campaigns one campaign for each. If I were advertising for Google Money Pro I would name my campaign “Google Money Pro” or “GMoneyPro.com”.

Next you will need to name your AdGroup. This shouldn't be hard to do because you're going to name your AdGroups the same as the keyword groups Google created for you (we mentioned that you should have written these down). In the example above I would name my AdGroup “Money Maker”, because that's what Google named the keyword group that contained all of the keywords that contain the words “money maker”. So go ahead and name your first AdGroup the same as the first keyword group Google created for you.

Remember, you will have several different AdGroups within one Campaign, so name it something that will help you know exactly what keywords are in that AdGroup (don't name it something like “AdGroup 1”, “AdGroup 2”, etc). Proper naming will help make your advertising within that campaign even more organized. For example, if I was about to generate a list of keywords for dog training, I would name my AdGroup “Dog Training”.

Naming a Campaign and AdGroup Example - If you wanted to sell Sports Clothing, then I would recommend naming your Campaign “Sports Clothing”, and then you could name your AdGroup(s) “Nike”, “Adidas”, “Puma”, etc.

Choosing Your Advertising Language

This is where you will choose the language your advertisements are going to be written in. This is also the language your advertisements will be displayed in.

I recommend watching the following video from Google that gives you more information about choosing your advertising language and locations:

[Google Video – Choosing Languages & Advertising Locations](#)



Target Customers by Location

This is where you will choose how you want your advertisement to be displayed. It can either be displayed in:

Countries and Territories
Regions and Cities
Customized

If you remember, I mentioned this earlier in this guide when we were setting up the dummy campaign. I would recommend Countries and Territories because they bring the most traffic. If your product or service is only available in a small area, then I would choose the Regions and Cities or the Customized option.

Here's what my page looks like. When you're finished simply click on the "Continue" button at the bottom of the page.

Create a campaign and an ad group

Name your campaign: [Example](#)
A campaign is the top level of account organization for all your ads. [?](#)

Name your new ad group: [Example](#)
An ad group connects your ad and its related keywords, which you'll create in a few moments. This name is for your use; it won't be seen by customers. [?](#)

Your Account
Campaign

Ad Group	Ad Group
Ad(s)	Ad(s)
Keywords	Keywords

Target customers by language

What language(s) do your customers speak?
Hold down the *control* or *command* key to select multiple languages.

Chinese (simplified)
Chinese (traditional)
Danish
Dutch
Finnish
French
German

Target customers by location

How large is the area where you'd like your ad to appear? Choose one:

- Countries and territories** - Your ads will appear for searches made anywhere in the locations you select.
- Regions and cities** - Your ads will appear for searches made in the regions and cities you choose. (Not available for all locations or ad formats.)
- Customized** - Your ads will appear for searches made within a specific distance from your business or other location you choose. (Not available for all ad formats.)

[How will my location choices affect my ad performance?](#)

Google Money Pro 2

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Choosing Advertising Locations

After you hit continue you will choose the countries you want to advertise in (if you selected the “Countries and Territories” targeted option.

When you are deciding where to advertise your product, remember that if it’s only available in certain countries (like Paid Surveys, Seized Auctions, etc.) you should only advertise in the countries where it’s available. Otherwise you’re wasting your advertising budget.

Don’t ever advertise any product world wide or in any countries that don’t speak the same language the webpage is written in. If you do this you’re just setting yourself up for failure.

In my opinion the best countries to choose for advertising English advertisements and products are in the following list. Remember, you don’t have to choose these countries. These are the countries I’ve had the most success with.

- Australia
- Bahamas
- Bermuda
- Canada
- Guam
- Ireland
- New Zealand
- Singapore
- South Africa
- United Kingdom
- United States
- United States Minor Outlying Islands
- Zimbabwe
- Virgin Islands (US)
- Virgin Islands (British)

After you click on the Continue button you will be taken to a page that will ask you to create a text advertisement. I will get to that in a few paragraphs, but if you want to know how to edit your campaign in the future, read the section below:

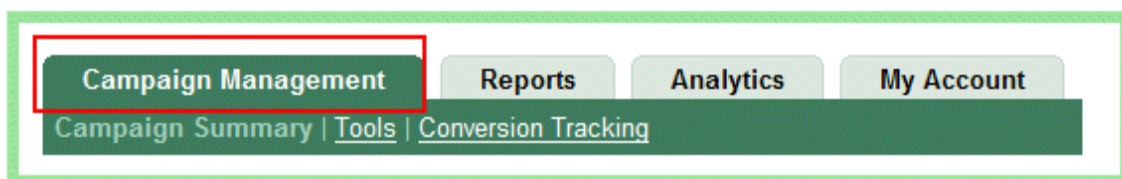
Campaign Management

If you ever need to go back and change some of the settings you've applied to your campaign, please read below.

Editing Your Campaign

You can always add or remove the countries you're advertising in. If you ever do want to edit the countries you advertise in or any other campaign information, just do the following:

1. Click on your "Campaign Management" tab.



2. Click on the campaign you want to edit.



3. This will take you to a page where you can view your AdGroups. Near the top of this page you will see a link titled "Edit Campaign Settings". Click on that link to edit these settings.



The edit campaign settings page will look something like this. Here you can re-name your campaign, change your daily budget, decide where you want your ads to be displayed, choose which language you want, and pick which countries/cities/etc. you want your ads to be displayed in.

Basic Settings	
Campaign name:	<input type="text" value="Campaign Name"/>
Start date:	Sep 13, 2006
Will run until:	Dec 31 2010
Budget Options	
Budget:	\$ <input type="text" value="10.00"/> /day ? View Recommended Budget ?
Delivery method: ?	<input type="radio"/> Standard: Show ads evenly over time <input checked="" type="radio"/> Accelerated: Show ads as quickly as possible
Advanced Options	
Bidding:	Default manual bidding - Max CPC View and adjust options
Ad scheduling: New!	Off. Ads running at all times. Turn on ad scheduling ?
Position preference:	<input type="checkbox"/> Enable position preferences ?
Ad serving: ?	<input checked="" type="radio"/> Optimize: Show better-performing ads more often <input type="radio"/> Rotate: Show ads more evenly
Networks	
Show my ads on:	
<input checked="" type="checkbox"/> Google search	When users search for my keywords on Google
<input checked="" type="checkbox"/> Search network ?	When users search for my keywords on Google's search partners
<input checked="" type="checkbox"/> Content network ?	When users visit sites that match my ad on Google's content network
<input type="checkbox"/> Content bids ?	Let me set separate prices for content clicks
Target Audience	
Languages:	<div style="border: 1px solid gray; padding: 2px;"> All Languages ----- English Chinese (simplified) Chinese (traditional) </div> <small>Hold down the control or command key to select multiple items. Ads should be written in the above language(s).</small>
Locations:	Countries and Territories <input type="button" value="Edit"/> <ul style="list-style-type: none"> • Australia • Bahamas • Bermuda • Canada • Guam • Ireland • New Zealand • Singapore • South Africa • United Kingdom • United States • United States Minor Outlying Islands • Virgin Islands (British) • Virgin Islands (U.S.) • Zimbabwe
<input type="button" value="Save Changes"/> <input type="button" value="Cancel"/>	

Campaign Settings:

You will want the following settings to be applied to your account, so in the “Campaign Settings” page of your account do the following:

Delivery Method – Make sure your delivery method is set to “Accelerated: Show ads as quickly as possible.”

Ad Serving – Make sure “Optimize: Show better-performing ads more often” is checked.

Now click on the “Save Changes” button at the bottom of your Campaign Settings page to save these changes.

Don't forget to always save your changes. Many people forget to Save their changes and lose their work and later wonder why their changes were not applied to their account.

Writing Text Advertisements

Now you should be to the point where you will need to create your text advertisement for the website you're going to be advertising on Google.

I recommend watching the following video by Google which explains text advertisements:

[Google Video – Creating a Text Ad](#)



Successful Text Ads do the following:

1. They get to the point with the title. They quickly tell what the product does.
2. They attract attention.
3. The text ad description assures the user that the product will do what they want it to. They answer the most common questions to convince the web surfer to click on your ad.
4. They are clear, well written, specific, and compelling.

There are 4 different parts to a text advertisement:

Title/Headline – The title is the first line of the text advertisement. It's job is to attract attention to the text advertisement so the web surfer will read the rest of the text ad.

Description – The description is the second and third line of the text advertisement. The description's job is to convince the user to click on your text advertisement in order to visit the webpage you're advertising.

Display URL – The display URL is the fourth line of the text advertisement. This is the web address that the visitors will see when they look at your text ad. You don't want this web address to look strange (don't use weird numbers or letters in your web address), instead you want it to look easy to remember and short. If you were an affiliate for Google Money Pro, then you would make your display URL www.GMoneyPro.com. Your visitors will not be going to the Display URL address, so don't enter your affiliate hoplink here. Instead enter the main address of the website you're advertising.

Destination URL – The destination URL is the web address that the web surfer will go to when they click on your text advertisement. The destination

URL will not be visible by the web surfer so it can be long and contain weird letters and numbers. The destination URL is where you will enter your affiliate hoplink.

Things You Should Know:

1. You are not required to have “http:” or “www” in your display URL.
2. Google will not let you capitalize all the letters in all your words, but they will let you capitalize the first letter of every word.
3. The website must not require additional software to load (example: your landing page cannot be a .pdf).
4. Back button must be able to go back from your destination URL to Google with one click.
5. You can't have websites that mirror other websites that are advertised for the same keyword (example: having the same pictures and text but using a different web address).
6. The website you are advertising cannot have a pop up or pop under ad (unless it's a dynamic ad, which means it hovers over the webpage and when you close the webpage the ad disappears).

Some Do's and Don'ts for Text Advertisements.

1. Don't insult the web surfer. No one is going to click on your advertisement if it makes them angry.
2. Don't give away too much information. For example if you are selling Printers for \$40 and your competition is selling Printers for \$35, do not mention your price in your ad.
3. Use exclamation points carefully, Google only allows you to use one, so if you use one make it count.
4. Don't mention things twice in your Ad. You have limited space and you will want to use as much of it as you can.
5. Don't use a business name or webpage name in the Ad, unless it is well known with the subject and will help to increase your Click Through Rate.

Some Things You Should Do:

1. Do whatever it takes to make the web surfer interested in your advertisement, unless it is one of the things I mentioned NOT to do.
2. Capitalize the first letter of each word in your text ad's Title (except for articles and prepositions) and capitalize the first letter of important words in your text ad's Description.
3. Look at the other advertiser's ads on Google who are selling the same product as you. See which advertisements you would most likely click on and try to reproduce the parts of their Ad that you like.

4. Ask the web surfer a question, tell them what you have, do whatever it takes to get their attention.
5. You will want to have “Call to Action Phrases”. These are phrases which make the user want to click on your ad. Example: “Try Our Online Program Today”.
6. You will always want your ad to be clear, well written, specific, and compelling.
7. Use as much text space as possible. You don’t want your advertisement to look empty.
8. Google limits the amount of space in your text ad, but you can add more space by adding short abbreviations for your words like “&”, “w/”, “w/o”, “+”, “-“, etc.

Writing Your Title/Headline – Your title should attract attention from the other ads to your ad. One of the best ways to do this is to include keywords in your title.

Why would including a keyword in your title attract attention to your text ad? Because Google **bolds** any keywords in your text advertisement. You may be thinking, I’m sure my keyword list will contain tons of different keywords...how can I possibly get all of those keywords to fit into my title? Well here’s the answer...you don’t need to contain every single keyword in your title, you just need your title to contain the main word or phrase that every keyword in your list contains.

It’s a good thing that you grouped your keywords together with Google, because since all your keywords in each keyword group contain the same words you’re just going to need to put the most common words that appear in all of your keywords in your text ad’s title.

Look at some of the keyword groups Google recommends for one of my websites. If I were to look at all of the keywords in the group titled “money maker” I would notice that every single keyword contains the words “money” and “maker” in it. This means that if I were to add the words “money maker” into my text ad’s title, the phrase “money maker” will always be bold when my Advertisement is seen on Google. This is because every keyword in my AdGroup has the words money maker in it.

So what should you do? You should add this word (or words) somewhere in the title of your text ad. Most of the time this word is the same as the title of the keyword group Google created.

Showing keywords grouped by these terms:

[money maker](#) (11), [making money](#) (20), [money](#) (8), [making money online](#) (5), [earn money](#) (14), [adwords](#) (18), [earn money online](#) (6), [Miscellaneous keywords](#) (4)

So for my “Money Maker” AdGroup I will want to use the words “Money Maker” in the title of my text ad so Google will bold those words which will attract more attention to my advertisement.

So here’s what my title will look like:

[Online Money Maker Job](#)

Now I just need to know what words to include in my description. Since my title talks about a job that makes money and is online, I will need to include more information about this so people will click on my advertisement. If I don’t address or give more information than the title, then my ad will appear uninteresting. So here’s what my title and description will look like:

[Online Money Maker Job](#)

Work At Home Job Makes Me Over \$160,000 Each Month. Limited Time.

Notice how I talk about making money online without using the same words as the title. This will seem more attractive to the web surfer because it will not seem repetitive. Also look at how I added the words “Limited Time”. This let’s the web surfer know that this may be the only time they will see this advertisement and they should click on this ad to view the offer before it expires.

Understanding the Click Through Rate

One important thing you will read and hear about a lot is your ad’s Click Through Rate (also called CTR). Your CTR is basically the number of people who click on your ad out of 100. So if 100 people see your advertisement (this is called 100 impressions) and two people click on your ad your CTR will be 2%.

Text Ads with a high CTR will increase your Quality Score. I will talk about your Quality Score later, but basically it is the formula Google uses which determines whether or not your keyword is inactive for search, your keyword’s minimum bid, and your text advertisement’s position/rank in the search results. So basically a

high CTR will increase your overall position. Unfortunately, it can sometimes be very difficult to increase your CTR.

Basic Techniques That Help Boost CTR:

- Start your ad's title with words like "How to..." or "Here's...". Example: "How to Sell Your House" or "Here's Discount Laptops". If you try hard enough you can start any title this way.
- If possible, try to start your title with a verb to help make a statement. Example: "Download Unlimited Music" instead of "Unlimited Music Downloads".
- Ask a question in your title. Example: "Does Your Dog Disobey You?"
- Increase your ad's position by raising your Max CPC
- Include keywords in your Advertisements title or description
- Always test new text ads to help find which advertisements generate the highest CTR.

Now that you know about Click Through Rates, you should get some basic information on how to create an overall very effective text advertisement.

How to Attract Attention

Here are some examples of text advertisements which will most likely get a majority of the attention from web surfers.

This is an example of the "How To" title, which I mentioned earlier.

[How To Choose Cat Condos](#)
Don't buy cheap unsafe cat condos for your Pets, find one they'll love.

Another way to get great attention is to shock the web surfer by going against what he/she is thinking. You will usually want to use the shock phrase in the Title, and then once they see the title they will naturally read another part of the advertisement. This "other part" is where you will need to convince them to click on your ad. For those of you counting the number of characters, the following ad's text will not completely fit in an advertisement. I am using this many characters to help make this example easier to understand. An example of this would be:

[Cats Hate Cat Condo's](#)

But cats love ours because we spread
Cat nip inside to get rid of bad odors.

You can also grab their attention by asking them a question, by doing this they will want to click on your advertisement to find the answer.

[Will My Cat Like A Condo?](#)

Most cats ignore their cat condos
So why does every cat love ours?

Notice how the description in the Cat Condo examples I gave also reassure the user. They tell the user that the condos are safe and that the cat will enjoy the condo.

Here are some examples of my real life Text Advertisements:

[How to Burn Protected DVD](#)

Copy any DVD movie to a blank CD.
The Copies play in any DVD player.

343 Clicks | 0.7% CTR | \$0.10 CPC

Served - 97.9% [\[more info\]](#)

[Edit](#) - [Delete](#)

[Burn Copy Protected DVD's](#)

Make exact copies of any & all Copy
Protected DVD Movies easily.

257 Clicks | 1.0% CTR | \$0.08 CPC

Served - 98.2% [\[more info\]](#)

[Edit](#) - [Delete](#)

[Here's How To Burn DVDs](#)

Burn & copy DVD movies to blank CD.
The copies play in any DVD player.

3 Clicks | 1.2% CTR | \$0.09 CPC

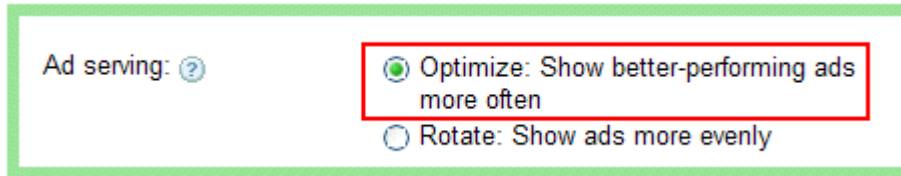
Served - 0.9% [\[more info\]](#)

[Edit](#) - [Delete](#)

Notice that all of the text advertisements have the first letter of almost every word in the title capitalized to attract more attention to the text ad. These text ads are nearly two years old, but today these text ads would also have the first letter of almost every word in the description capitalized.

After you finish writing your ads you will want to make sure that Google automatically optimizes your text ads so the ads with the highest CTR receive the most impressions.

Incase you haven't already done this (I mentioned how to do it earlier in the guide), you can do it now by going into your Campaign settings and check "Optimize: Show Better Performing Ads More Often".



You may hear that having this option checked can hurt your overall CTR. The reason being that since your advertisements are each displayed equally at first, there is a chance that an advertisement which usually performs poorly can receive a random click. If this is the case then Google will think that advertisement is performing better than the other ad's, and Google will display that ad more often. Even though this may be true in some cases, it doesn't usually happen. In my experience Google has done a very good job in determining which advertisement to show the most.

Unless you are strictly testing two separate advertisements against each other and you want to run each ad exactly 50% of the time, then I would recommend having the "Automatically optimize ad serving for my ads" checked.

You will need at least 2-3 different text-advertisements per AdGroup, make sure that they are each different. After three days (it may need to be more or less time depending on the amount of traffic you are receiving) compare your results between the text ads and delete the poor performing ones and replace them with newer text advertisements. Keep doing this until you are satisfied with your CTR results.

Making Text Ads More Profitable...

Most of the time people think that you can just create an AdGroup and check on it one or two times to see if it's profitable or not. If it's profitable people leave it and don't mess with it, and if it's not profitable people will either pause it or delete it. In this section you will learn how to make all of your AdGroups more profitable, even if they are already profitable or far from being profitable by just adjusting a few settings in your campaign.

Before you can start to use and implement these techniques you will need to have conversion tracking enabled and working in your Google AdWords account. If you don't have conversion tracking enabled you will just be adjusting these settings in your AdGroups at random because you will not know which AdGroups need it or not and there would be a good chance that you could be editing a

profitable AdGroup making it less profitable. So before you continue, make sure you have conversion tracking enabled and working in your AdWords account.

Little Tricks of the Trade...

Of course you can't be an online advertiser for as long as I have been without learning tricks and techniques that allow you to make any AdGroup, Campaign, or Account profitable...so here they are:

Adding Certain Words in Your Text Advertisements:

As you should and probably know by now, the words in your text advertisements are very important. They can cause your Ad's CTR to drastically increase or decrease, they can increase your sales or refunds, and they can even cause your account to get banned by Google.

If you have the right words in your text advertisement they can make your ad extremely profitable...and of course this is what I'm going to show you how to do.

Making All Text Ads More Profitable

Let's face it, the reason text ads are unprofitable is because you're spending too much money in advertising to get a sale. The only way you can spend too much in advertising is either because your keywords bids are too high (we talked about this earlier) or because you're receiving too much traffic that's not buying your product.

There are two types of people who click on text advertisements in Google. One type are those who are looking to buy something and the other type are those who are just browsing or want to get something for free. You only want the first type of people to click on your text ads, which are the people who are looking to buy something. So how do you only get people who want to buy your product to click on your text ads?

Here's what you can do:

1. Remove all words in your text ad that cause people to click on it. These words include: Download, Free, Warning, Try, Sale, Wholesale, etc. Using these words will cause a lot more people to click on your text advertisement who are not looking to buy your product.
2. Don't use Dynamic Keyword Insertion.
3. If your text advertisement is just a little unprofitable then add words like: Buy, Order, Purchase, etc. These words tell people that they are not

going to get anything for free and it will cause less people to click on your advertisement who don't plan to buy anything.

4. If your text advertisement is really unprofitable then you will need to add your price in the advertisement. Be sure to include your currency sign (in the US this is the \$). Including the actual price in your advertisement will do two things. First, it will tell people not to expect to get any free information off of your page, so it will stop people from clicking your advertisement who don't plan on buying anything. Second, it will stop people from clicking on your advertisement who want to see what your price is. This means that everyone who clicks on your advertisement will know you're not giving away freebies and they know what your price is, so that means they are actually interested in purchasing your product.

What If Your Text Ad Has A Very Good Conversion Rate...

If you're lucky enough to have a text advertisement that is converting very well (I usually consider this over 2-3% conversion rate...that's a sale for every 30-50 clicks), then I recommend you take advantage of this opportunity while it lasts.

This means you should try to get more traffic to your text advertisement.

Here's What You Should Do:

1. Make sure all of your keywords are displaying on the first results page. The first results page is rankings 1.0 – 8.0. Don't aim for the #1-3 positions, these are very expensive and don't offer that much more traffic (In My Experience).

Be A Smart Advertiser

Here's a Question...Would you rather:

- A. Sell \$100,000 online each week and spend 89,392.83 in advertising
- B. Sell \$22,000 online each week and spend \$10,192.96 in advertising

Becoming successful online isn't about how much money you can sell each day, it's about how much profit you can make. By the way, the correct answer to the question above was B. If you chose the letter A, you would make \$10,607.17 profit each week, and if you chose the letter B you would make \$11,807.04 each week. That's a \$50,000 per year difference.

That may have not been a difficult decision to make right now, but if you were having \$100,000 deposited into your bank account every single week, just the thought of having that number dropped to \$22,000 would worry you even if you knew you would make a little more profit.

Dynamic Keyword Insertion

Google also has an uncommon feature that may be useful for writing text ads. This feature is called “Dynamic Keyword” insertion. This is where you can put a piece of code into your text ad (either in the title or the description), and whenever someone types in a keyword, the keyword they entered would be displayed where that code is.

Here is the code:

{keyword: default title} – Put this into your text advertisement to make the keyword the searcher types in appear in your ad in all lower case. The “default title” I have entered next to the code is what will be displayed if the web surfer’s keyword is too long to fit into the title.

If you want for the keyword to appear in all capitals then use the following code: {KeyWord: Default Title}.

Here is an example of this in action.

Lets say you are selling Cheese and you specify the following for your title to display “Free {KeyWord: Cheese}”

Web Surfers Search Phrase	Your new title.
swiss cheese	Free Swiss Cheese
Cheese coupons	Free Cheese Coupons
Cheese tastes good to me	Free Cheese

Sometimes people have a little bit of confusion with dynamic keywords. For example:

{KeyWord: example}

When you insert this into your advertisement, you do not change the “{KeyWord:” part at all. You keep it this way. The only part you change is the text which comes

after the "{Keyword:" part. This text is not the keyword you want to the dynamic setting to be applied to, because it will be applied to all of the settings in your AdGroup. Instead it is what will be displayed if the users search term is too long to fit into the title/description of your advertisement.

Don't forget, you can put text before and after the brackets "{ }".

Beginners – I don't recommend using Dynamic Keyword Insertion, unless you are familiar with Google.

Benefits

The best thing about Dynamic Keyword Insertion is that you will display the search phrase in your title, and if you can do this properly it can significantly help to increase your CTR. If done correctly you can achieve CTRs of 3% or higher.

It can also allow you to advertise for trademarked terms (sometimes Google doesn't allow this). If you do use dynamic keyword insertion to get around some of Google's policies or rules, then you may get in trouble by Google.

Here's how to get around trademarked terms. One common trademarked term is the word "iPod".

So let's say you have the following dynamic keyword code: {Keyword:MP3 Music Sale} inside your title. Here's how your title will appear if someone searches the following keywords:

Keyword	Text Ad's Title
ipod	ipod for Sale
ipod accessories	ipod accessories for sale
ipod products	ipod products for sale
free ipod	free ipod for sale
ipod review	ipod review for sale
free ipod accessories	MP3 Music Sale

Disadvantages

If the user enters a search phrase that is longer than your title, then the advantages of Dynamic Keyword Insertion is useless, because it will not apply.

Sometimes confusing results can appear, which deters potential customers from your webpages.

It's rare to see dynamic keyword insertion receiving high CTRs on contextual advertising.

Unfortunately, these reasons are why I do not recommend using this. If you have a product which this will benefit you, then I suggest trying this technique. If you use this technique, I would recommend using it very carefully.

If you're interested in learning more information about Dynamic Keyword Insertion then I recommend watching the following video:

[Steven Holdaway – Dynamic Keyword Insertion Background Information](#)



[Steven Holdaway – Using Dynamic Keyword Insertion](#)



When you have finished writing your Text Advertisement click the “Continue” button at the bottom of the page. Google will check your text advertisement to make sure it isn't breaking any of their guidelines. If it does they will tell you before the next page and will tell you how to fix it. If your advertisement doesn't break any guidelines, then you will go on to the next step.

Getting Keywords

Another key to having a successful online business is making sure that every single person who is even the slightest bit interested in your product sees your advertisement. The best way to do this is by creating a very huge keyword list (thousands of keywords). By the way, to give you an idea on how many keywords I am talking about, I have one website which has so many keywords that I reached the keyword limit for TWO AdWords accounts. That means I had so many keywords that it took two Google Accounts to hold them. Google will not let you have more than 55,000 keywords in an account.

Some products have many keywords, while others have very few. Don't ever give up on adding keywords to your accounts. I never realized how many keywords existed which had literally no competition until I researched them (you will find how I did this in a few paragraphs). Usually the more keywords there are available for the product, the better. Not just because it is searched more often, but also because most people who are also selling the same product will only select a few general keywords which may be very broad keywords. For example, most people who sell DVD software usually favor keywords such as "copy dvd", "dvd copying software", or "dvd duplication". But the thing wrong with this is that people who are searching for DVD copying software don't type in exactly "dvd duplication", but instead they usually type in something like "download dvd copying software" or "free dvd to cd burning software", or "how can I copy a DVD". Most online advertisers are so busy they usually miss these valuable keywords, which you can get an ad rank under 8.0 with a max bid of \$0.05 per click. So the best way to get every possible click you can is to develop an unimaginably huge keyword list. By the way, when you have over 45,000 keywords in your Google AdWords account, Google will alert you and will tell you to delete some, but instead just create a new AdWords account with a different email address and keep adding keywords. Remember, you can't go over 55,000-60,000 keywords per account.

For those of you who are following this guide and creating a campaign at the same time, read on. For those of you who are skimming this guide and already have a campaign created, go to the paragraph titled "Now You Have Your Campaign Created".

Now you have written your text ad, and you just need to add your keywords. Well, since you are going to make such a huge list, I am recommending that you go ahead and finish creating your campaign before you create a massive keyword list. Here is what to do. You should now be on a page which is asking you to **Choose Keywords**. On this page just type in the keywords that Google recommended for your website when you used their Keyword Research Tool earlier. If you forgot these keywords you will need to go back to the section of this guide that talks about using Google's Keyword Research tool to find the keywords you're going to use. When you finish doing this, hit the continue button.

On the next page you will be asked to enter your daily budget. You can edit this later, so for now set your daily budget somewhere in-between \$8 and \$100 (I recommend setting your daily budget at \$8-\$10 per day until you find a profitable website). Most of the time you will never spend your maximum budget every single day, so don't think that you will spend this amount every day.

Now set your keyword's Max CPC to \$0.05. Don't worry if later it says that this keyword is inactive because the Max CPC is too low. Now hit continue and go to the next page.

On the next page you will see the details about the Campaign you just created. If everything appears correct, click on the "Save Campaign" button.

Now click on the "Campaign Management" tab near the top of the page to display your current campaigns.

Click on the campaign you just created, and then click on the AdGroup associated with that campaign.

Now You Have Your Campaign Created:

Now its time to create a huge list of keywords for your AdGroup, but before you learn how to generate a huge list, it is important that you know the different keyword matching types.

Keyword Matching Options:

I recommend watching the following video by Google that explains keyword matching options:

[Google Video – Keyword Matching Options](#)



Google uses four different keyword matching options to make your keyword searches more specific. There is usually a bit of confusion over these keywords, especially for AdWord beginners, so read over this carefully. The four keyword match options are Broad Match, Phrase Match, Exact Match, and Negative Match.

Broad Match – ex. *keyword*. The keyword is entered without any modifications.

Broad matched keywords are the most common type of keywords used by advertisers. They usually bring in the largest amounts of traffic, but generally don't have the highest conversion rates because they are so broad. Basically if you add a keyword into the keyword box, then that keyword is broad. According to Google, Broad matched keywords display your advertisement whenever a single word within the key phrase is searched. For example, if your keyword is "funny Simpsons movie" then your advertisement will be displayed when someone searches for "funny", "simpsons", or "movie". Google says that your advertisement will also be displayed if someone uses a search phrase which contains any one of those terms, for example – "that was funny", or "I like movies" will also display your advertisement. Even though Google says that your advertisement will display for all of those irrelevant searches, I have found that your advertisement will 99% of the time only be displayed if most of the search term is similar to your keyword, such as "Simpsons movie", or "funny Simpsons". I would recommend making a broad matched copy of every keyword you have, because broad matched keywords are mainly what Google's Contextual Advertisement analyzes when they place your Ads on other websites (I will talk more about this later).

Phrase Match – ex. *"keyword"*. Keyword is within quotation marks.

Phrase matched keywords are displayed only when your keyword(s) appears inside their search phrase in order. For example, if your keyword is "red shoes", your advertisement will be displayed on searches for "green or red shoes", "colorful red shoes", but it will not be displayed for searches for "red or green shoes", or "red colorful shoes". You see, when you are using phrase match, your Ad will only be displayed when your keywords are next to each other in the web surfers search phrase. Phrase matched keyword performance is in between Broad Match and Exact Match. They usually give you more traffic than Exact Match, but less traffic than Broad Match. They usually give you higher conversion rates than Broad Match, but not as many as Exact Match.

Exact Match – ex. *[keyword]*. Keyword is within brackets.

Exact matched keywords do what they say. They are only displayed if the user wants to search for a keyword that is exactly the same as one of your keywords. Exact match keywords usually don't receive many clicks, but they usually have the highest conversion rates.

Negative Match – ex. *-keyword*. Keyword has a minus sign in front of it.

Negative Matched keywords may be a little confusing, but they are good to use if you are advertising for a product with a popular name that has several other completely different products. Negative Matched keywords purpose is to allow people to filter their keywords from certain searches which will not give them good results. Here is an example. Let's say someone was advertising for Pepsi Cola and one of their keywords was "cola". Then that person would not expect many sales from people who searched for Coca-Cola, so to keep their advertisement from being viewed by anyone who was searching for Coca-Cola products, they would add the negative keyword –cola to their keyword list. When they did this their advertisement would show anytime someone searched for Pepsi or Cola, but it would not show if anyone typed the word "cola" into their search phrase.

Examples for Broad, Phrase, & Exact matched keywords

This is when Google says your keywords will show:

Users Key phrase	Broad Matched keyword	Phrase Matched keyword	Exact Matched keyword
	red shoe	"red shoe"	[red shoe]
tennis shoes	not displayed	not displayed	not displayed
red candy tastes good	displayed	not displayed	not displayed
I hate red shoes	displayed	displayed	not displayed
red Nike shoes	displayed	not displayed	not displayed
red tennis shoes	displayed	not displayed	not displayed
red shoes	displayed	displayed	not displayed
red shoe	displayed	displayed	displayed

When actually this is when they will really show:

Users Key phrase	Broad Matched keyword	Phrase Matched keyword	Exact Matched keyword
	red shoe	"red shoe"	[red shoe]
tennis shoes	not displayed	not displayed	not displayed
red candy tastes good	Not displayed	not displayed	not displayed
I hate red shoes	displayed	displayed	not displayed
red Nike shoes	displayed	not displayed	not displayed
red tennis shoes	displayed	not displayed	not displayed
red shoes	displayed	displayed	not displayed
red shoe	displayed	displayed	displayed

When you read about Broad Matched keywords, Google makes you think that they will appear any time someone's search phrase contains one word in your keyword. This is not true, I have found that most of the time the keyword will only appear when some searches for that keyword.

Benefits of Keyword Matching

You may be thinking, “So why would I want to use keyword matching...it sounds really complicated?”. The main advantage of using keyword matching options is that you reach 100% of your potential customers.

You may think, “But broad matched keywords will cover both phrase and exact match types, why should I use anything other than broad match?”. That is true, but broad matched keywords are designed to show your advertisements for a variety of different keyword searches. Phrase and exact match are designed to show your ad for more specific searches. Think about it. If you have a 6 competitors with the broad matched keyword “Motorola cell phone”, but you have the exact match keyword “Motorola cell phone”, whose advertisement do you think Google will display first. Well, Google doesn’t directly say “We display exact matched advertisements over everything else”, but Google does say that they give the most targeted and appropriate text advertisements a higher quality score, and I can say that phrase and exact matched keywords are more targeted than broad matched.

So basically keyword matching options give you more traffic, higher quality scores, and higher profit rates.

I recommend you watch the following video below by Google. It will help to further explain the benefits of Keyword Matching Options.

[Google Video – Functions & Benefits of Keyword Matching](#)



Steps to Generating a Huge Keyword List

Finally, you will learn how to create an extremely huge keyword list. This will greatly increase the amount of sales you get because of the increased traffic you receive. You will need to do the following for each of your AdGroups.

If you want to watch to see how I generate a huge keyword list, I recommend watching the following video:

[Steven Holdaway – Creating A Huge Keyword List](#)



1. Go back to [Google's Keyword Tool](#), click on the "Website Content" section and enter the main address of the website your advertising, then hit "Get Keywords". I went over this in more detail earlier in this guide, so if you get lost you can always go to that section and re-read how to do this.
2. Now make sure that your AdGroup contains all of the keywords that Google recommended for that group.
3. Either write down these keywords or copy and paste them to notepad or excel.

The AdGroup I'm working on (Money Maker) contains the following keywords:

- Money making opportunities
 - Money making scams
 - Money making ideas
 - Online money making opportunities
 - Money making opportunity online
 - Money making secrets
 - Top money making affiliate program
 - Easy money making
 - Money maker
 - Internet money making opportunity
 - Money making opportunity
 - Money making websites
 - Money making web sites
 - Money making
4. Now click on the "Descriptive Words or Phrases" section, enter the first keyword from Google's recommended keywords into the text box, and click on the "Get More Keywords" button.

You will notice that Google will find many more keywords related to the keyword that you entered. You should quickly scan this keyword list and click on the "Add >>" button to add each keyword that appropriately describes the website you're advertising. Here's a picture of what this looks like when I search for the keyword "money making opportunities".

How would you like to generate keyword ideas?

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

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

Enter one keyword or phrase per line:

money making opportunities

Use synonyms

[Get Keyword Ideas](#)

▶ [Filter my results](#)

Choose columns to display: Show/hide columns ▼ ?

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

Keywords	Advertiser Competition ?	December Search Volume ?	Avg Search Volume ?	Match Type: ?
money making opportunities	<div style="width: 100%; height: 10px; background-color: #8bc34a;"></div>	<div style="width: 25%; height: 10px; background-color: #8bc34a;"></div>	<div style="width: 25%; height: 10px; background-color: #8bc34a;"></div>	Broad ▼
online money making opportunities	<div style="width: 100%; height: 10px; background-color: #8bc34a;"></div>	<div style="width: 25%; height: 10px; background-color: #8bc34a;"></div>	<div style="width: 25%; height: 10px; background-color: #8bc34a;"></div>	Add ⌵
money making opportunity	<div style="width: 100%; height: 10px; background-color: #8bc34a;"></div>	<div style="width: 25%; height: 10px; background-color: #8bc34a;"></div>	<div style="width: 25%; height: 10px; background-color: #8bc34a;"></div>	Add ⌵
money making business opportunity	<div style="width: 100%; height: 10px; background-color: #8bc34a;"></div>	<div style="width: 25%; height: 10px; background-color: #8bc34a;"></div>	<div style="width: 25%; height: 10px; background-color: #8bc34a;"></div>	Add ⌵
making money online business opportunity	<div style="width: 100%; height: 10px; background-color: #8bc34a;"></div>	<div style="width: 25%; height: 10px; background-color: #8bc34a;"></div>	<div style="width: 25%; height: 10px; background-color: #8bc34a;"></div>	Add ⌵
home money making business opportunity	<div style="width: 100%; height: 10px; background-color: #8bc34a;"></div>	<div style="width: 25%; height: 10px; background-color: #8bc34a;"></div>	<div style="width: 25%; height: 10px; background-color: #8bc34a;"></div>	Add ⌵
free money making opportunities	<div style="width: 100%; height: 10px; background-color: #8bc34a;"></div>	<div style="width: 25%; height: 10px; background-color: #8bc34a;"></div>	<div style="width: 25%; height: 10px; background-color: #8bc34a;"></div>	Add ⌵
internet money making opportunities	<div style="width: 100%; height: 10px; background-color: #8bc34a;"></div>	No data	<div style="width: 25%; height: 10px; background-color: #8bc34a;"></div>	Add ⌵
online money making opportunity	<div style="width: 100%; height: 10px; background-color: #8bc34a;"></div>	<div style="width: 25%; height: 10px; background-color: #8bc34a;"></div>	<div style="width: 25%; height: 10px; background-color: #8bc34a;"></div>	Add ⌵
best money making opportunities	<div style="width: 75%; height: 10px; background-color: #8bc34a;"></div>	No data	<div style="width: 25%; height: 10px; background-color: #8bc34a;"></div>	Add ⌵
money making opportunities magazine	<div style="width: 75%; height: 10px; background-color: #8bc34a;"></div>	No data	<div style="width: 25%; height: 10px; background-color: #8bc34a;"></div>	Add ⌵

- You will notice that each keyword you add will appear on the right side of the page in a green box. When you are done adding the keywords, enter the next keyword in the list into the text box. For me this keyword will be “money making scams”. Then go through the process of adding all of the keywords to the keyword list (the green box on the right side of the page) and repeat with the next keyword in your list. Do this until you have searched for and added all of the related keywords in the keyword group

Google created for you. By now you should have a hundred or even hundreds of keywords to use.

6. Now you will need to download these keywords so you can add them into your Google AdGroup. To do this look near the bottom of the green box that's on the right side of the Google Keyword Tool page and you should see something that says "Download these keywords:". I recommend choosing the text download, but you can choose .csv (Comma Separated Value) download instead.
7. When you download these keywords I recommend you save them to your computer somewhere, just in case you want to access them later. After you save these keywords you will need to wrap them (remember broad, phrase, and exact matched keywords) so you can receive the highest amount of traffic possible. Don't worry, you're not going to need to type out each keyword and add quotations and brackets around each keyword, there is a free tool that will do this quickly for you. To access this tool go to <http://www.mikes-marketing-tools.com/cgi-bin/adwrapper.cgi>

To use this tool simply copy your keywords in the text file (you can do this by highlighting all of your keywords and right clicking on them and select "Copy") and then paste (right click in the text box and select "Paste") them into the text box titled "Enter Keywords" in the keyword wrapping tool. Now click on the button titled "Wrap AdWords" and you will see the four boxes below the "Enter Keywords" box fill up with keywords.

Since we have already grouped our keywords, we will not need to worry about using any grouping features. One of the four text boxes that filled with keywords is titled "Broad, "Phrase", & [Exact] Match", this is the box that we will get all of our keywords from. To get your keywords from this box click on the button above the box titled "Copy". This will copy the keywords to your clipboard.

8. Now go to the AdGroup in your Google account that you're going to add these keywords to. Click on the "Keywords" tab and click on the text link titled "Edit Keywords". Now right click in the text area box and select "Paste". All you have to do now is click on "Save Changes" and you will have added a ton of relevant keywords to your AdGroup.

Remember, as I said above you should do this for every one of your AdGroups. If you follow the above information you will have found and selected very specific and targeted keywords which is exactly what Google wants. If you receive keywords that say "Inactive for Search" don't worry because I'm about to tell you how to fix this.

Question Asked: How Many Keywords Do You Have Per Product?

It depends on the product/webpage, some products have a larger number of keywords due to different phrases, misspellings, popularity, etc., while others do not. One of the websites I advertise has over 20,000 unique keywords (not counting phrase and exact match), but if I can't easily find 2,000 keywords for a website then I assume it's not too popular of a product.

Question Asked: What do I do when I have reached the keyword limit for one of my AdGroups?

First off, the keyword limit for an AdGroup is 2,000 keywords. Unless you are only wanting to advertise using Contextual Advertising, I highly recommend that you separate similar keywords into different AdGroups.

Setting Your Keyword Costs

When you bid on Google, you will not always pay the price you enter. The price you enter is the MCPC (Max Cost Per Click) you are willing to pay for that keyword. Google is constantly updating the bids for keywords in their search engine. For example if your MCPC is \$0.15 and the advertiser in front of you is bidding \$0.16 and the Ad one-position behind you is bidding \$0.05, you will only pay \$0.06 per click, because there is no reason why you should have to pay \$0.15 per click if you can get the same Ad position for \$0.06 per click.

Don't set the same bid for every keyword because every keyword performs differently. For example, let's say you are selling wallets and you can only afford a Max \$0.10 per click. Don't you think if web surfer 1 searches for "Brown wallet for sale", and web surfer 2 searches for "picture sizes for wallets" and they both click on your ad that web surfer 1 is most likely going to buy a wallet? The chances are that he will. So even if your max CPC is \$0.10, don't be hesitant to go to \$0.20 per click on keywords which generate targeted traffic, because they will generate higher than average sales. The same concept applies to poorly performing keywords. If the keyword performs very poorly, then don't bid the same amount you bid on your best performing keywords.

How Much Should You Bid?

Most online advertisers make the mistake of bidding too much for keywords. Their logic being that an increased bid amount will give you a higher ad position, which leads to more sales.

Unfortunately, spending more money doesn't mean more profit. For example some people bid \$0.10 to \$0.20 more per click just to receive a ranking two positions above their previous ranking. These are usually the people who say they spend \$500 per day in advertising, yet receive only \$550 in sales.

I recommend bidding just enough to receive placement on the first search results page (ad positions 1.0-8.0). This will give you the impressions you need without having to pay large advertising fees. Remember, just because first, second, and third positions are the most sought after; it doesn't mean they always generate the highest profit. There are other ways to get higher advertisement positions without having to raise your Max CPC. Look at the Quality Score section to see how.

Do not raise your max bid more than \$0.20 just because your keyword is inactive for search. Doing this is a bad move that many internet marketers make. I personally probably only have 1 keyword out of 1,000 that has a max bid of more than \$0.20 per click.

What Should My Initial Max Bid Be?

This depends on many things. Some products have more popular keywords which require a larger bid just to be within the first ten search results pages, while other keywords have no competition.

Here is what I do:

When ever I start a new AdGroup I set all of my Max CPC to \$0.05, then depending if the keyword has a poor rank or if it is inactive, I raise the keyword's Max CPC to \$0.10 per click. I rarely have keywords more than \$0.20 per click.

Should You Bid Differently for Broad, Phrase, and Exact Match Keywords?

Yes, you should have different bids for broad, phrase, and exact matched keywords. Phrase and Exact matched keywords are more specific and usually receive a higher sales rate, therefore you can afford to bid higher on them. Broad matched keywords usually receive the most traffic, but are not usually the best performing so I only bid high on the broad keywords that describe my product exactly.

Adjusting Max CPC & URL for Individual Keywords

A quick way to edit individual keyword's bids is to go to your AdGroup and click on the "Keywords" tab. Then to the left of each keyword you will see a check box. Simply check each of the keywords you want to adjust the bid and click on the "Edit Keyword Settings" at the top of the keyword list. You will then be taken to a page which allows you to change the bids for your keywords.

Google also offers its advertisers another way to edit the Max CPC and destination URL for individual keywords.

Individual custom bid prices (Optional)

Enter one keyword or phrase per line: [Keyword Tool](#)

```
keyword1 **0.15**http://www.destinationURL.com/1.htm
keyword2 **0.11**http://www.destinationURL.com/2.htm
keyword3 **0.30**http://www.destinationURL.com/3.htm
keyword4 **0.07**http://www.destinationURL.com/4.htm
```

keyword(s) affected Custom Destination URL (Optional)

Save Changes Cancel Estimate Search Traffic

This feature is extremely useful. It is perfect for editing your keywords without having to move them to a different AdGroup or campaign. Notice in the picture above I said that the bid price and custom URL settings were optional. This is because you can change the bid price for a keyword without changing the destination URL and vice versa. Here's what to do if you want to use this feature:

Keyword **0.15 – Sets the keyword's Max bid to \$0.15

Keyword **http://www.google.com – Sets the keyword's URL to google.com

Keyword **0.15http://www.google.com** – Sets the keyword's Max bid to \$0.15 and the URL to google.com

What to do with good performing Keywords:

If you have a good performing keyword, you don't want it to stay just good. Instead you want to make it better than good. You want to make it perfect. You can do this by adjusting the bids of your keywords. If you have a keyword which is making a good profit, it has a high rank, and has a great CTR. Then you can take your MCPC down a little bit, because your quality score should be high enough that if you take your MCPC down one or two cents, then your keywords performance will remain the same, but you will pay less per click, thus giving you a greater profit for that keyword. Before you check to see if your keyword is performing well you will want to see its conversion rate. You can find the conversion rate (the % of clicks that result in a sale) by enabling the Conversion Tracking feature in Google AdWords. I talk more about this later.

What to do with keywords that are barely making a profit:

There are two ways in which you can fix this. The first is the easiest, and is that you simply lower your MCPC. This will keep you from spending more money than the keyword generates. The second way is that you create a new ad group with the poorly performing keywords and target the text in the ad towards the keywords. This way you will improve your CTR because people are more likely to click on your advertisement when they see the keywords they've searched for in the title or body of your text ad.

Google's Budget Optimizer

Google also has a tool which will take all of the pain out of setting individual bids for your keywords. This tool is called "Budget Optimizer". Basically, when you have this tool turned on, Google will ask you for your monthly maximum budget (the amount of money you are willing to spend that month) and then Google will automatically and continually adjust the bids for all of the keywords in that campaign. Doing this will "maximize the number of clicks for your ad".

I have used this tool and I would not recommend it for people who like having control over their account. If you have certain keywords that have a high amount of traffic and even more advertisers, then don't be surprised if Google sets those keywords MCPC very high so you can receive the most amounts of clicks off of that keyword. If you use this tool and your Maximum Monthly Budget is \$1000, expect to receive less clicks than you would if you edited the bids yourself.

Incase you're wondering where you can access this tool, go to "edit campaign settings" and look for the Bidding category.

Bidding

Default manual bidding - Max CPC

[View and adjust options](#)

Google's Max Daily Budget

I recommend you watch the following video from Google which talks about your daily budget:

[Google Video – Daily Budget](#)



Earlier you were prompted to enter the max amount of money you were willing to pay each day for clicks. This is called your Max Daily Budget. Unfortunately, this is usually way off. According to Google you will not spend more than your daily budget over a month's time. Let's say that your daily budget is \$10, and this month has 30 days in it. You will not spend more than \$300 in advertising that month, and if you do, Google will credit your account.

You can set your daily budget anywhere from \$1.00 to \$250,000.00. If you have your daily budget set low, don't expect to receive many clicks from Google. You used to be able to set a very low daily budget and receive 200 or so clicks from it, meaning that you could get about 90% of those clicks for free. But you can't do that anymore. So if you read anything about people making money online by spending only \$1.00 per day in advertising, don't read that material because it is a few years outdated.

Sometimes Google's Budget can get messed up. For example, your daily cost could be well below your daily budget, but Google stops running your Ads saying that "Your daily budget has been exceeded..." (you can see why your advertisements are not being displayed by going to and using the Ad Diagnostics tool). If this happens it means that your account is currently under review. This usually happens with newer accounts but can sometimes happen when you are creating a new advertising campaign. It should be fixed when a Google account reviewer looks over your account; this usually takes about three days.

Invalid Clicks

What are Invalid Clicks, and How Does Google Handle Them?

An invalid click is when someone clicks on your advertisement more than once, and Google bills you for both clicks. An invalid click can also be caused by a robot, internet spider, or a person that repeatedly clicks on your text advertisement. I personally don't see why people think it hurts their competitors to click on their text advertisement multiple times, because all it does is help them. When they click on a text advertisement you will only be billed once and it helps increase your CTR.

So what does Google do to help prevent invalid clicks? First off, Google takes invalid clicks very seriously (they've been sued over it before) and Google currently has a specific team of employees whose only job is to monitor and prevent invalid clicks. If you receive an invalid click, Google will refund you the money. In fact, you can see how many invalid clicks you've gotten by running a report in your account and in the report settings, just specify that you would like to see invalid clicks.

For more information on invalid clicks, I recommend watching the following video by Google.

[Google Video – What Are Invalid Clicks?](#)



Inactive Keywords

Everyone has inactive keywords in their account (if they have several keywords). Google marks a keyword Inactive when your Max CPC is lower than the minimum bid for that keyword. The biggest determining factor which makes a keyword Inactive is your Quality Score. If your Quality Score is low and your bid isn't high, then that keyword will be Inactive. [When keywords are Inactive, they are only Inactive for Search. This means that these keywords are not appearing in the Google Search, but they are still appearing in Content Search.](#) You should be careful with inactive keywords, because an AdGroup with a large amount of inactive keywords can affect the performance of your active keywords.

If you have inactive keywords that are too expensive to increase the bid, you should either move the keyword to a new AdGroup and create a more targeted text advertisement (put keywords in the text ad) or remove/delete the keyword(s) from your account.

Causes for Inactive Keywords

There is no way to know if a certain keyword is going to be inactive, but if one of your keywords becomes inactive, it is either because it is completely irrelevant or it is not targeted enough.

A completely irrelevant keyword is a keyword which has nothing to do with what you are selling. An example would be if you were selling computers and you had a keyword "satellite dishes".

Another reason for a keyword to become inactive is because it isn't targeted enough in the Ad or website. This means that your advertisement doesn't relate to this specific keyword as well as it does with the other keywords in the AdGroup. The best way to activate this type of inactive keyword is to move it to a new AdGroup where the text in the advertisement is more related to the keyword.

How to fix Inactive Keywords without Raising Bids

Google usually sets most if not all the irrelevant keywords in your account to the Inactive for Search state, but sometimes Google will make relevant keywords inactive.

If you have a relevant keyword become inactive, it is not because your keyword is irrelevant, but it is most likely because of the text in your Advertisement.

According to Google, ad text can sometimes cause relevant keywords to become inactive. If these keywords are important to you, then the best way to get them re-activated without having to pay a high bids per keyword is to move these keywords

to a new Ad Group, with new text advertisements. When you create a new text advertisement for the inactive keyword, be sure to include the keyword in your text ad. This will not only tell Google that this keyword is an important part of your text ad, but it will also cause more people to click on your advertisement because the web surfers search phrase is always bolded in the title and/or description of your advertisement.

You should create a new ad group and text advertisement for any inactive or active keyword which would benefit from different ad text.

How to Activate Thousands of Inactive Keywords in Seconds

An easier way that will always activate a keyword is to raise the bid to the required price needed to activate the keyword. If you plan to activate your keywords using this technique, then I would highly recommend using Google's Adjust Max CPC tool, which can activate hundreds of inactive keywords at a time by raising the bids for each of them. I show you how to do this later in this guide in the section titled "Google Tools".

Now you know how to adjust that Max Cost Per Click for each of your keywords individually. But before you start changing your bids, you should read the next step.

Ranking & Advertisement Placement

You should have your campaign set up with appropriate text ads, AdGroups, and a huge list of keywords. Now its time that you should completely understand how everything else works in Google so you begin to receive record breaking sales days.

For more information about Google's Ad Ranking, I recommend you watch the following video by Google:

[Google Video – Ad Ranking](#)



Rules

Google is very strict and serious about their advertising, this is one of the many reasons why Google AdWords has high conversion rates and is so popular. Here is a simple list of rules which every advertiser must follow, that is, if they want to continue advertising. These are some basic things everyone should know about Advertising in Google.

1. Almost always 8 Advertisements are shown per search page. Sometimes it can be as many as 10 advertisements per page. Don't expect to have your ad appear on the first results page if its average rank is above 10.
2. Google gives each webpage one advertising slot per keyword. This means you can't create another Google account and advertise the same webpage for the same keyword to get two Advertisements instead of one. The way Google determines this is by your Display URL and Target URL. They will never allow two advertisements with the same Display URL to be shown in the search results for the same keyword.
3. If a merchant is advertising for a certain keyword and you're an affiliate for that merchant, Google will not show your Ad for that keyword unless your Quality Score is higher than your competitors.
4. Your text ad can not have any misspelled words, unless they are commonly misspelled words. If you break this rule Google will take your ad offline.
5. Your text ad can't be all capitalized, but the first letter of each word can be capitalized.
6. If you are an affiliate, Google only allows one affiliate advertisement per website per search query. This also means that if you are a merchant and you want to advertise for a certain keyword, but one of your affiliates has an advertisement for that keyword, your advertisement will not be shown. You can override this rule if you bid higher than the other advertiser or if you have a higher Quality Score than the other advertiser.

7. Your destination URL cannot have a popup window on the page. Google defines a popup window as any window that opens up into a new browser window. This includes pop-under ads. They do not mention anything about dynamic or flash pop up windows.
8. Your destination URL cannot link to a webpage that is under construction.
9. If you state your price in your text ad, then you must show this price on your webpage within 1-2 pages of your destination page.
10. You cannot use superlatives (Best, Most, Top, etc...) in your advertisement unless it is backed by a legitimate 3rd party support.
11. If you advertise a free offer in your text ad, it must be supported within 1-2 clicks of your destination page.

Tips

Increase Your Ad's Position So it is On the Next Page

If you want to receive the most impressions and the most clicks, you will want your Ad to be displayed on the first page. If your ranking for a keyword is 8.0 or less, then your advertisement is definitely on the first search page. If your advertisements ranking is 8.1-10.0 then your advertisement may be on the first search page, but is most likely on the second search page. If your average ranking is 10.1 and up, then your text ad is not on the first search results page.

You may have heard that the first three ranking positions always receive the most traffic, and are therefore should be where you want your advertisement to be. This is not always true. Usually the first, second, and third advertising positions are very pricey, especially when compared to the fourth through eighth positions on the same page. I would not recommend increasing your bid(s) just to receive a 1st to 3rd ranking position. Doing this would cut into your profits. Instead I would recommend aiming just to receive a first page position. This way you will receive the same amount of impressions as all of the ads on the first page giving you the same chances that your text advertisement will be the one that is clicked.

What if you can't afford to display your advertisement on the first search page?

If you can't afford to put your Ad on the first search page you should bid what you can afford. [Never bid too much for a keyword, especially a poorly performing keyword, because this will cause you to lose money.](#)

Max CPC Bid	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos ▼	Conv. Rate	Cost/Conv.
	9,305	639,409	1.4%	\$0.10	\$849.22	7.4	1.45%	\$6.29
	39,133	6,694,230	0.5%	\$0.10	\$3,589.09	2.9	1.20%	\$7.66
\$0.10	352	24,174	1.4%	\$0.09	\$31.30	3.8	1.70%	\$5.22
\$0.08	1,759	85,277	2.0%	\$0.08	\$134.20	5.1	2.05%	\$3.73
\$0.08	247	15,672	1.5%	\$0.09	\$21.47	5.4	1.21%	\$7.16
\$0.05	415	31,404	1.3%	\$0.04	\$15.60	6.0	1.69%	\$2.23
\$0.10	477	26,026	1.8%	\$0.14	\$62.69	6.4	0.84%	\$15.67
\$0.05	25	1,064	2.3%	\$0.05	\$1.13	6.5	4.00%	\$1.13
\$0.10	46	10,938	0.4%	\$0.10	\$4.58	6.6	2.17%	\$4.58
\$0.12	2,562	171,926	1.4%	\$0.12	\$307.06	6.7	1.60%	\$7.49
\$0.05	514	29,646	1.7%	\$0.05	\$21.22	7.1	1.75%	\$2.36
\$0.10	519	31,395	1.6%	\$0.13	\$66.28	7.3	0.97%	\$13.21
\$0.15	122	13,421	0.9%	\$0.13	\$15.45	7.6	0.82%	\$15.45
\$0.10	164	21,302	0.7%	\$0.10	\$15.18	7.6	0.61%	\$15.18
\$0.05	11	690	1.5%	\$0.04	\$0.42	7.6	0.00%	\$0.00

How does Google Determine the Position of my Advertisement?

The way Google ranks their advertisements is probably one of the most confusing things to understand. They rate your website using a ranking formula, which they call a Quality Score. Unfortunately, they do not release much information about their Ad Ranking formula but they do say that it is something like this:

Ad Rank = Cost Per Click x Quality Score

It may not look too complicated, but Google uses a complex algorithm called the Quality Score to determine a lot of things about your advertisement.

Google's Quality Score

Here is everything about the Quality Score you can know, unless you work directly for Google.

So what's all of this talk about Google's Quality Score and why is it so important? Google's Quality Score is everything in Google AdWords. It's a new thing Google introduced into AdWords in 2005 and it is the reason why people are complaining about AdWords.

Basically, Google's Quality Score is a mathematical formula that Google keeps secret from everyone. The Quality Score was designed and created to help Google's search results to only display the text advertisements that meet Google's web surfers needs as best as possible.

Unfortunately, if Google doesn't think your text ad, AdGroup, keywords, Campaign, etc. isn't performing as well as it could be, you will experience things like poor advertising positions, high minimum bids, and of course "inactive for search" keywords.

Here are the important things that the Quality Score Determines:

- Your minimum required bid
- Your advertisement's ranking
- Whether or not your keywords are inactive for search

Here's the actual formula for Google's Quality Score:

Quality Score = (keyword's CTR, ad text relevance, keyword relevance, landing page relevance)

Unfortunately, Google doesn't give us too much information about the quality score. But I can tell you that the quality score formula looks more like this...which is a little bit more than what Google tells you:

$$\begin{array}{l} \text{Keyword CTR} \\ + \text{ Ad text relevance to keyword} \\ + \text{ Ad text relevance to landing page} \\ + \text{ Keyword relevance to landing page} \\ + \text{ Current max bid (max CPC)} \\ + \text{ Your ad's performance history} \\ + \text{ Other unknown factors} \\ \hline = \text{ Your Quality Score} \end{array}$$

Here are some of the factors that determine your overall Quality Score explained in a little bit more detail:

Your CPC – The more you pay Google per click, the higher your advertisement's position and the higher your Quality Score. Google sees your bid as the most important thing when determining your Quality Score.

Your CTR – The higher your Click Through Rate, the better Google thinks your product(s) and service(s) are, therefore your ad position will increase as well as your Quality Score.

The Historical Performance of your Advertisement – If your advertisement has been relevant to your website, has had a high CTR, and has performed well for a good bid of time, then your position and Quality Score will increase. Because of this you should NEVER Change the target URL of your Advertisement. If you do, your Quality Score will go to 0.0, and all of the progress you have made will disappear. In case you didn't read what I said earlier about changing your quality score, here's what would happen if you did change your target URL:

Google would have to recheck your entire website and text ad for relevance.

This would make almost all of your keywords inactive.

You will receive about 10% as many impressions as you did before.

You will receive hardly any clicks.

If you do decide to change your target URL, you should pause the AdGroup which contains your old URL and create an entirely new AdGroup which contains your new target URL.

The Relevance of your Ad Text – Is the overall theme of your advertisement the same as the overall theme of your website? If so then your position and Quality Score will go up.

Other Unknown Factors – Google will not release these to the public.

Ad Text Relevance to your Keyword – This means if you have your keyword in your text advertisement, Google will increase your quality score. This is why you should group your keywords into separate AdGroups by similarity.

Ad Text Relevance to Landing Page – If your text advertisement contains words that are found on your text advertisement's landing page, then Google will increase your quality score.

Keyword Relevance to Landing Page – If your keywords in your AdGroup can be found in the text of your text ad's landing page, then Google will increase your quality score.

Your quality score is calculated for each individual keyword in your account, but at the same time Google looks at the overall historical performance of your account. So if you do have some poorly performing keywords in your account, they can affect the performance of your better performing keywords.

Benefits of Quality Score AdWords ranking system:

The higher your Quality Score the better the average position of your Ad's. The higher your Quality Score the less you pay per click, no matter what your rank is. (This means that it is possible for you to only pay \$0.01 per click for the #1 AdWords position if your Quality Score is high enough)

Max CPC Bid	Clicks ▼	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.
\$0.09	3	188	1.5%	\$0.03	\$0.08	6.1	0.00%	\$0.00

Google will automatically adjust your Max Cost Per Click and ranking based on your Quality Score. (If you have a low quality score you will pay your Max CPC in full and you will have a poor ranking. If you have a high quality score you will pay well below your Max CPC and you will have a higher ranking.

If you have a high Quality Score you will receive more impressions which will lead to more clicks and more sales

Your ads position will be increased for contextual advertising

Accounts that perform very well will cause new keywords to automatically receive a higher quality score than if you added the new keywords to a new Google account.

Here is a good Quality Score idea to go by:

High Quality Score -> Better Ad Ranking -> More Impressions -> More Clicks -> More Sales -> More Profit

Disadvantages of the Quality Score

Besides the whole, if you change your target URL thing, the only other disadvantage is that if you don't know what you are doing, you will run your ads incorrectly causing you to spend your Max CPC for each click, yet because of your mistakes your ranking will continually be lowered and your keywords will become inactive. This will again cause you to raise your Max CPC only to have the same loop happen again. So in summary, following the quality score guidelines correctly is the difference between online success and online failure.

So it is very important that you create your text ads in a way to receive a high quality score.

How to Find Your Quality Score

There are two ways to find your Quality Score.

The first way is to login to your Google Account and go to the AdGroup you want to find the Quality Score for. Remember, your quality score is determined by each keyword, so each keyword will have a different quality score.

After you get into the AdGroup, click on the "Keywords" tab, and near the top of your keyword list you will see a text link titled "Customize Columns". Click on this text link and a drop down menu will appear. From that drop down menu select "Quality Score". Then wait for the page to load and you will see your quality score appear next to each keyword. You will want your quality score to say "Great" or "Good". Anything else means you may need to work on it some. Here's a picture of one of my account's Quality Score:

Status ?	Quality Score ▲ ?	Current Bid Max CPC
Enabled		Default \$0.05 [edit]
Active	Great Minimum bid: \$0.03	\$0.10
Active	Great Minimum bid: \$0.03	\$0.10
Active	Great Minimum bid: \$0.04	\$0.10
Active	Great Minimum bid: \$0.04	\$0.10
Active	Great Minimum bid: \$0.04	\$0.10
Active	Great Minimum bid: \$0.04	\$0.10
Active	Great Minimum bid: \$0.04	\$0.10
Active	Great Minimum bid: \$0.04	\$0.10
Active	Great Minimum bid: \$0.04	\$0.10
Active	Great Minimum bid: \$0.04	\$0.10
Active	Great Minimum bid: \$0.04	\$0.10
Active	Great Minimum bid: \$0.04	\$0.10
Active	Great Minimum bid: \$0.04	\$0.15
Active	Great Minimum bid: \$0.04	\$0.10

The second way to find your quality score is to do the following:

- Look at the minimum bid for your keyword. The lower your minimum bid for your keyword, the better your quality score is for that keyword. In my opinion, any average bid below \$0.05 is a very good Quality Score. Likewise the keywords which are displayed “Inactive for Search” (Your Max

CPC is lower than the minimum bid Google requires) have a very poor quality score, and are most likely irrelevant.

1. If you don't know how to see your minimum bids then simply create a custom report for minimum bids in the reports tab. You can search your entire account to find your minimum bids. Remember Google changes these daily, so you may want to search the past 7 days of history to get the keyword(s) average minimum bid.
- Look at the position estimates Google gives you for your keywords. The keywords with the lowest position estimates have the best quality scores.

How to Get A High Quality Score

There is no easy way to achieve an instantly high Quality Score. You can, however, do it rather quickly by optimizing your Search Campaigns the proper way. Here are some things you should consider when wanting a higher Quality Score:

1. Are you putting your related keywords into separate AdGroups and optimizing the ad text to be related to your keywords?
2. Are you putting your high performing keywords into the ad text's title and/or description?
3. Are you deleting the text ads which are performing poorly and replacing them with new text ads so the majority of your advertisements have a high CTR?
4. Did you accidentally adjust your destination URL?
5. Are you increasing your keyword bids so the majority of your Advertisements are displayed on the first search page?
6. Is your daily budget high enough so you are receiving the most amount of traffic?
7. Are you removing the keywords from your AdGroup that have a poor quality score and putting the poor performing keywords in a new AdGroup of their own?

Now you know how AdWords advertisements are ranked, how to achieve a high ranking, and how to adjust the bids for your keywords to help give you more traffic.

Your keywords now should be generating a fairly decent amount of traffic. Of course this depends on how new your Google Account is. If your account is three days old or less, then you may have to wait a few days before Google approves your account. You will still receive some traffic, but you will only receive 100% of the traffic after your Google Account is approved by a Google employee. Unfortunately, Google doesn't tell you if or when an employee will review your account, but it usually takes 1-3 business days.

You should begin to receive sales within a few days. If you don't begin to receive sales, don't worry. I know it would be a difficult thing to ignore but you need to make sure that it is the websites fault with the sales. Here's a good way to determine this:

A good website will bring in about 1 sale for every 100 targeted visitors (targeted visitors means that the people were searching for your product, and didn't just happen to click on it because they were bored). Now, this depends on many things, such as the price, the popularity, and the demand. But most good websites should average 1 sale for every 100-300 targeted visitors. If it takes more visitors than that, it will probably mean that you have spent more than you would have received in commission from a sale.

Make sure your bid prices are not too high. It is easier to determine this when you have more sales coming in, but don't make your bids too high if you have few sales coming in.

The Quality Score Triangle

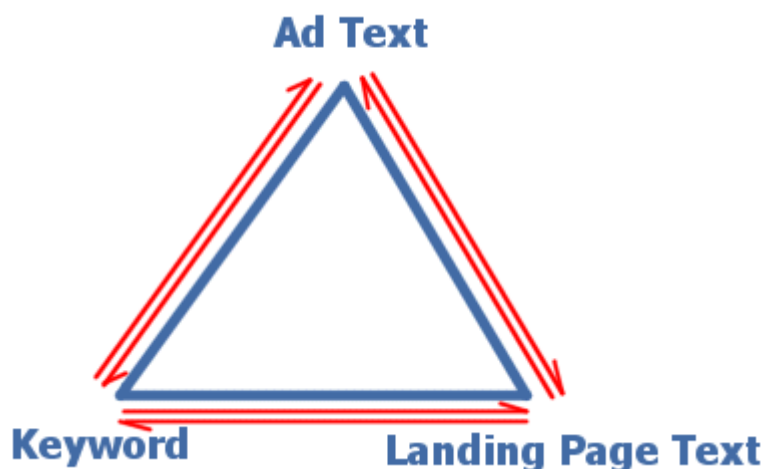
Occasionally when you know a lot about a subject, things come together and make sense. One of these things is the "Quality Score Triangle". The Quality Score Triangle is a term I came up with, so you probably won't find it on Google.

This will probably help explain why some of your keywords are inactive for search even though you think they may be very relevant to the website you're advertising. Please note, this may be difficult to do if you're a beginner with Google AdWords. If you are a beginner I don't recommend attempting this yet.

The Quality Score Triangle is something I came up with to better explain how Google's relevancy works.

Basically Google looks at three things to determine how relevant your keywords and advertisements are. These three things are:

- Your Keyword
- The text in your text advertisement
- The text on your landing page.



If your keyword is relevant to the text in your advertisement as well as your landing page and vice versa, then you will have a very relevant text advertisement giving you a higher quality score.

So how can you make your text advertisement more relevant? This will be easier to explain in an example.

Let's say you are selling televisions on Google. And you want the keyword "plasma TV for sale" to be very relevant (in Google's eyes) to your webpage. The way to do this would be to put the phrase "plasma TV for sale" and all of the other keywords that contain all the words "plasma", "tv", and "sale" into an AdGroup titled "Plasma TV Sale".

Now that you have all your keywords grouped you will need to find some relevant text on the landing page you're using. You will want to see the words "plasma", "tv", and "sale" in text somewhere on the landing page. If you can't find any of these words on your landing page then this keyword isn't going to be very relevant to your website. Ideally the most relevant websites would have this somewhere in the destination URL (like: websiteexample.com/plasma-tv-sale.html), the title of the website (in the title bar), and bolded. But this can't be the case unless you're designing your own website (which we will talk about later).

So now you have your keyword relevant to your website which is very good. All you have left to do is finish it by making your text advertisement relevant to both your website and your keyword.

The easiest way to do this is to include this keyword into your text advertisement. Doing this will let Google see that the keyword is relevant to your website as well as your text advertisement, which will give you a very high relevancy score, thus increasing your Quality Score.

Here's an example of what this advertisement may look like below:

[Online Plasma TV Sale](#)
Name Brand Plasma TVs for Sale
Limited Quantity – Free Shipping

Now this text advertisement would be even more relevant if the webpage also contains the words "Online", "name brand", "limited quantity", and "free shipping". This is because your text advertisement would be even more relevant to your website.

You can easily replicate what I've done above on other websites and text ads. Just replace the "plasma TV sale" keywords with those of your own.

Content Advertising (Contextual Advertising)

This is the type of advertising where your text ads are displayed with Google AdSense on participating websites. You will often see these ads on other web pages inside advertising boxes that look very similar to Google AdWords advertising boxes. There are several people who think contextual advertising is a big waste of time and money...I 100% completely disagree with this. Contextual advertising gives you a ton of traffic, which you can turn into large amounts of sales. I HIGHLY recommend Contextual Advertising.

The way Content Advertising works is that Google looks through your entire keyword list and compares those keywords in your AdGroup to the words found in the text of all the sites that participate in Google AdSense. So basically Google is trying to perfectly match your advertisement to the appropriate web site. Once Google finds the right web sites to display your advertisement, you will begin to receive Content impressions and clicks.

Common Mistake: Google Content Advertising only looks at broad matched keywords (they don't use the keywords that are wrapped in " " or [] to help determine which site to advertise your campaign).

What Really Happens: In my testing, Google Content Advertising looks at ALL of your Keywords. This includes broad keywords, phrase match keywords "", and exact match keywords [].

How Contextual Ads are Ranked

Google claims that the ranking position of your contextual advertisements is based solely on the Quality Score for that keyword on the Google Search.

You should also know that it is not possible to know when or where you ads will appear in Google's Content Network. You can find out where they have appeared in the past by looking at the web log data for your website (this is only if you own your website), which will show where users visited your webpage from.

Ads by Goooooogle

[Free Website Builder](#)

Build your own free website in 30 minutes. You will love it.
www.BlueVoda.com

[Photo Webpage - Free](#)

Only 3 steps to your own personal Photo Webpage!
www.magix-photos.com

[making web pages](#)

includes everything: domain name, no programming, powerful builder
www.SiteRightNow.com

[Toolbar Builder - IE & FF](#)

1st Choice of 42,960 Webmasters Logo, Search, RSS, Revshare (free)
www.effectivebrand.com

Google also only displays your ads on websites that match the theme of your high quality advertisements and keywords. Google will also stop displaying your advertisements if they begin to have poor results.

Luckily, Google also has a smart payment system, which insures that you don't pay the full Max CPC on a website that will not bring you as many sales versus a website that brings in a lot of conversions.

Should You Have A Separate Campaign Just For Contextual Ad's?

Some people like to make two separate campaigns, one just for Google Search Advertising and one just for Google Content Advertising. The only benefits of this is that it would give you more control over the pricing and wording for each keyword and text ad. If you decide to make two different campaigns you will notice that *when you only have the Google Search Advertising selected for one campaign, that campaign will only show advertisements on Google.com.* Whereas *if you only have Content Advertising selected, your ads will be displayed on the participating AdSense websites and they will also be displayed on Google.com search engine.* This could be a bad thing because Google will test and compete your Ad groups against each other if they contain the same keyword(s) Google will display the dominate advertisement (the one with the highest Quality Score).

Advertising Preference	Content Network	Search Network
Only Content Advertising	Displayed	Displayed
Only Search Advertising		Displayed

I have tested putting keywords into two different Campaigns (one campaign for Google Search keywords, and one campaign only for Google Contextual Keywords). And I would recommend keeping your content ads in the same campaign as your search ads. This will make it much easier to control and your Content Keywords will not be competing with your Search keywords.

Different Advertisements For Contextual Ads?

Some people may tell you that you should have different advertisements for your Contextual ads than your Google Search Ads. Their point being that when people are searching Google they are looking for information so they are scanning the whole page, whereas if they are on a website reading an article

they are concentrating on the article and are ignoring the advertisements on the webpage.

You do not need to create two different advertisements for Contextual and Google Search. Google actually recommends that you don't make two separate text advertisements. Your ad should do one thing and only one thing... it should make the webpage viewer want to click on it. In my testing I have found that an advertisement with a high CTR on the Google Search will usually also have a high CTR on the Google Content Network. Also, Google uses your keywords Quality Score in the Google Search to help aid in the ranking of that keyword in Contextual Advertising. In order for you to use the same text successfully for both the Google Search and the Google Content Network your keywords have to be targeted and related to your text Ad.

If You Think Contextual Advertisements is A Waste of Time & Money...

Then you may want to change your views on Contextual Advertising after I show you how to take advantage of it.

<input type="checkbox"/> Keyword	Status [?]	Max CPC Bid	Clicks ▼	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.
Search Total			1,397	107,049	1.3%	\$0.12	\$165.07	5.8	1.15%	\$10.32
Content Total [?]			3,703	939,584	0.3%	\$0.08	\$259.81	2.6	1.38%	\$5.08

Above is a screenshot of the activity for one of my Ad Groups. As you can see my Content Ad's are converting twice as well as my Search Network ads.

The Good things about Google Content Ads (Also called Contextual Ads).

1. Content Ads CTR doesn't affect the CTR of your Google Search Advertisements and it doesn't affect the performance or ad ranking of your Google Search Ads. This means your content advertisements could have a Click Through Rate of 0.01% and it will not affect your Quality Score for the Google Search network.
2. You get way more traffic.

The Bad things about Google Content Ads:

1. You pay full bid price for each click (depending on the websites your ad is displayed on. Remember earlier I said Google will not charge you your full Max CPC on websites that are not expected to bring you a lot of conversions).
2. You cannot see which keywords brought in the most clicks.

3. You can get too much traffic costing you a lot of money.

Here's the main thing with Contextual Advertising...you get a TON of traffic. This can be a very good thing if your Ad's have a high CTR or it can be a very bad thing if your Ad's have a poor CTR.

Here are the ways you can improve your contextual advertising:




1. Find and add more specific keywords to your AdGroup, the more specific the better. For example if you are advertising for PDA's use key phrases like "cheap Ipaq 6315", "low cost Ipaq 6315", "Ipaq 6315 sale", etc. Don't worry about finding every single key phrase possible, but try to generate a good keyword list. If you do this correctly then you can use Google's Keyword Tool (I talked about this earlier) to its fullest potential.
2. Do not just have one Text Advertisement per AdGroup. I would recommend having at least 3-4 text ads per Ad Group. Use the techniques mentioned earlier to write successful text advertisements, and once you get four Ad's monitor their performance (don't worry Google will display the performance information you need so you don't need to write it down daily). After 2-3 days pass you will hopefully see one or two ads performing well (or better than the other ads), when this happens change your poorest performing text ad completely by giving it a new title, and description. Keep on doing this until your ads CTR's meet your standards.

Managing Content Network Bids

We all know that the content network performs very differently from Google's Search Network. Sometimes the content network will have higher conversion rates, and other times the content network will have lower conversion rates. Either way, you can do things to increase your profits.

The easiest and best way to do this is to enable separate bids for the content network. To do this, go into your Campaign Settings and click "Content Bids".

Show my ads on:

- Google search**
When users search for my keywords on Google
- Search network** 
When users search for my keywords on Google's search partners
- Content network** 
When users visit sites that match my ad on Google's content network
- Content bids** 
Let me set separate prices for content clicks

Doing this will allow you to specify different bids for Google's Content Network and Google's Search Network. You will specify these bids in your AdGroups, not in your campaign.

If your Content Network is performing very well, then I would recommend lowering your bids 1-2 cents.

If you're losing money through the Content Network, then I recommend you lower your bids by at least 3-5 cents to lower your advertising costs.

Image Ads

The Google Content Network allows you to display image ads instead of text advertisements. Image ads will only appear on contextual websites that allow image ads, so don't expect to see images appear on Google's search network. I don't recommend image ads for those of you who are new to internet marketing with Google AdWords.

There are rules that apply to image ads, but I recommend you watch the following video from Google about images ads to get a better idea:

[Google Video – Creating Image Ads](#)



Video Ads

The Google Content Network also allows you to advertise video ads on participating contextual websites. With video ads the user will usually have to click on the advertisement twice before they will go to your website. This is because the users first click will cause the video ad to play and then the users second click will take them to the website.

I recommend watching the following video by Google to learn more about image ads.

[Google Video – Creating a Video Ad](#)



Mobile Ads

Since it's becoming more and more common for people to have internet access on their cell phones, Google allows you to create Mobile Advertisements. Mobile Ads appear on the Google search results when people search Google.com using their cell phones. The advantage of using mobile text ads is that these ads will re-direct the web surfer to a mobile phone webpage or it will connect them to your business phone.

If you want to know more information about Mobile Ads, I recommend you watch the following video from Google.

[Google Video – Creating a Mobile Ad](#)



Random Information on Contextual Advertising

Image advertisements (where a picture you choose is approved by Google and is displayed next to your text advertisement) will only appear on contextual advertising and they will only appear on the websites which accept it.

Your contextual advertisements will only be displayed in the countries or regions which you specified in your campaign settings earlier. This means if you have an advertisement in English, it will not appear on a website which is in a language other than English.

How to Manage Your Account

You will want to manage your account as much as possible, but for many beginners they don't know quite what to do. Here is a simple list to follow every time you log onto your Google account.

1. Make sure your last payment was received. Sometimes if you pay your fee's using a debit card, Google will say it was denied. I'm not sure what causes this error, but all you have to do is re-enter your debit card information. You may also want to take advantage of Google's payment feature, which lets you enter two credit cards in case one of your credit cards is not accepted by Google.
2. Make sure your Campaigns are receiving close to average traffic. If a Campaign seems like it is receiving less than usual traffic, then something is wrong with your advertisement and you will need to find the problem to fix it.
3. Re-activate as many inactive keywords as you can. I will show you a simple way to do this later in this guide.
4. Make sure your daily budgets is set higher than Google recommends, because Google rarely updates its recommended budget, so if you are spending more than your recommended budget and you think that is good since Google's rule is $\text{MAX DAILY BUDGET} \times \text{DAYS IN THE MONTH} = \text{MOST AMOUNT OF \$\$ YOU WILL BE CHARGED}$, think again. One time I thought the same thing, then one day I saw a message from Google which said "You Need To Increase Your Daily Budget for this Campaign. Doing so will increase the amount of clicks you receive. Last month you missed 73% of your traffic because your daily budget was set too low."
5. Check your Text Advertisements and make sure that they are still all active and have a good CTR.
6. Increase the bids of your keywords which are ranked above 10.0 (Don't do this if you can't afford it).

Also Don't Forget...

Always make smart decisions about individual keywords, AdGroups, and campaigns by looking at the history of the specific item. This will help tell you what things you did to improve your account, and also what things you screwed up on which hurt your account.

You will also want to make sure your Account is structured properly. I recommend watching the following video by Google which shows you how and why to do this.



Site Targeted Advertising

I recommend watching this introduction video by Google on Site Targeted Advertising:



When you advertise using Site Targeted Advertising you write your Text Ads, Name your Campaigns and AdGroups, and view your performance exactly the same way as you do in Contextual Advertising. The biggest difference is that in site targeted advertising, you do not choose which keywords you want to use to advertise your website. Instead you choose which websites you want to advertise on. Other than this difference, site targeted advertising is set up the same way as Contextual Advertising is. This means that your advertisements will be displayed on other websites rather than the Google Search (although I have seen impressions in the Google Search network for some of my Site Targeted campaigns).

Creating a Site Targeted Campaign

I recommend watching this video by Google on creating a site targeted campaign for your AdWords account:



It may sound confusing at first, but its pretty straight foreword. You set up your campaign as you would normally, but instead of adding keywords Google will ask you to choose which websites you want to advertise on. Don't worry if you don't know specifically which websites you want to use. Google will ask you to make a

small list of keywords which accurately describe your website, and from that list Google will display a list of websites which have similar content.

Please enter one descriptive phrase or URL per line.
Terms can be one word (like *tennis*) or a phrase (like *Formula One racing*).
For sites, use the format *example.com* or *subdomain.example.com*.
For site sections [?], use the format *example.com/section*.

ferrari
fast cars
lamborghini
porsche
lotus
mercedes

Once you see a website you want to advertise on, you can select that website and have Google show you even more websites which have similar content to that website.

<input type="checkbox"/> Available sites	Max. Impressions/Day [?]
<input type="checkbox"/> wreckedexotics.com	100k-500k
<input type="checkbox"/> exhaust.tv	0k-10k
<input type="checkbox"/> fantasycars.com	10k-100k
<input type="checkbox"/> thescuderia.net	0k-10k
<input type="checkbox"/> supercars.net	10k-100k
<input type="checkbox"/> streetfire.net	500k+
<input type="checkbox"/> seriouswheels.com	10k-100k
<input type="checkbox"/> qv500.com	0k-10k
<input type="checkbox"/> swisscarsightings.com	0k-10k

Selected sites
ferrariturbo.com, 0k-10k
exoticspotter.com, 10k-100k
ferrariforum.com, 0k-10k
rsportscars.com, 10k-100k

You will notice that some of these sites will accept image ads, while others only allow text ads. Google will also display the amount of impressions you can get from each website (remember that Google's estimated impressions, clicks, and cost are usually way off, usually too high, so don't expect these to be completely accurate).

selected sites	Max Impressions / Day:
3 Sites that allow image or text ads	10k-100k
1 Sites that allow text ads only	10k-100k
Total — All selected sites	10k-100k
These represent the impressions available to all advertisers, NOT your total impressions. We recommend that you set an affordable bid, run your ads for a few days, then adjust your sites and max CPM accordingly.	

Once you select the websites you want to advertise on, you select your Maximum Bid. This bid is different from normal bids. Instead of paying per click, you pay for every 1,000 impressions. This is where you can see the term CPM (Cost Per Thousand). You can choose to pay more for a specific website, or you can have the same CPM for all of the websites you choose. The minimum you can bid for 1,000 impressions is \$0.25, and the more you bid the higher your rank.

Benefits of Site Targeted Advertising

A few of the benefits are that you can select which website you want to advertise on. This is good if you see that one of your competitors has a higher ranking than you in AdWords, but also allows AdSense on their website. If this is the case then you can simply choose that website to advertise on, and compete for his customers on his own web site.

Technically, you can get 1,000 clicks for as little as \$0.25, but don't expect that. Site Targeted advertising is usually more expensive than pay per click advertising. This is because you usually get one to five people to click on your advertisement out of 1,000 impressions.

Disadvantages of Site Targeted Advertising

The bad things about site targeted advertising are that most of the time your advertisement doesn't show on the more popular websites (the ones you actually want your advertisements displayed on) and it is usually more expensive, not to mention confusing selecting the appropriate websites to advertise on.

Section 3 – Increasing Google Profits

Google Features

Google has several features (free features) that are extremely useful in helping anyone optimize their AdWords campaign. These features should not be overlooked by anyone and a lot of times other guides recommend you purchase tools that do the exact same thing as Google's free features.

Reports

I recommend watching the following video by Google that tells you how to create a report in Google AdWords:

[Google Video – How to Create a Report](#)



Benefits of Google's Reports

Everyone knows that the more information they know about something, the better. So why wouldn't anyone want to know as much information about their advertising accounts as possible? This is why you use Google Reports. They will give you all of the information you need to know about your account, and you can even set the report to create itself and email it to you every few days without you having to do anything. Here are a few things you can set your report to do.

- List your most profitable keywords
- Tell you which campaigns are performing the best
- Help you find your quality score
- Inform you of invalid clicks
- Help you find unprofitable keywords in your account
- Compare your traffic/sales/cost reports over any time frame in graph form
- Tell you how many clicks you received
- List the number of sales you received from certain keywords/campaigns/AdGroups

How to Create A Report

Click on the reports tab (Number 10. on the AdWords map on the last few pages of this guide). From there you select “create a report”. You can choose how you want to see the report, which campaigns or add groups you want to view, and then you can view all of the information about the report either in text format, graph format, or both (I would recommend both).

Once you create the report, be prepared to wait a few minutes, the more information your researching the longer it will take to create the report.

There’s no limit of information that a Google report can display. I know this because I actually ran a one year report for all of my Google Accounts, which took about 15-20 minutes to complete, and Google told me my report was over 250 Megabytes in size and it was only available for download.

I recommend watching this video by Google about additional AdWords report features:

[Google Video – Additional AdWords Reports Features](#)



Google Conversion Tracking

Tracking Google Sales

Google offers its advertisers a free service which will allow you to actually track the number of sales you receive per keyword for any time period specified. I would highly recommend this tool to anyone, because knowing this information is very valuable. If you know that a certain keyword is generating above average sales, you would want to raise the bid of that keyword so you can receive a higher rank, thus getting more traffic which leads to more sales. I have bids for some keywords where I pay about \$0.25 to \$0.55 per click. But I don’t lose money on those keywords because they generate above average sales.

Unfortunately, this tool requires two things that keep many people from using it. These two things are that you must own (or have the owners put a Source Code on their webpage for you, many online companies do this) the webpage you want to have conversion tracking on and you must enter the Google Conversion Tracking code into the HTML of your webpage. Some web pages with online

affiliates advertise that they have Google Tracking available for all of their affiliates, but I have never tried this so I don't know how accurate theirs are.

Surprisingly this tool is extremely accurate, especially when compared with other "free" sales tracking tools offered by other search engines. Usually when Google reports a sale, a sale has been made. Again, I would highly recommend this tool for anyone.

For more information about Google's conversion tracking, I recommend watching the following video from Google.

[Google Video – Getting Your Conversion Tracking Code](#)



[Google Video – Using Conversion Tracking to Improve ROI](#)



[Google Video – Implementing Advanced Conversion Tracking](#)



[Google Video – Advanced Conversion Statistics](#)



Cross Channel Tracking

Tracking Other Search Engine Sales Using Google Tracking

Google also offers the same tracking feature for use on other search engines. This is called Cross-Channel Tracking. Basically when you sign up for this Google will give you a small piece of HTML to put on the sales page (also called a Thank You Page), they will also give you a new URL for each keyword you want to add to Cross-Channel Tracking. Once you have the individual URL(s) for your keywords, you will need to go to the other Search Engine and replace that keywords destination URL with the new URL Google gave you.

This is also a very accurate tool, although it is a bit of a pain to do this for in search engines where you have large keyword lists. I would only recommend adding this feature to keywords that you spend a lot of money on.

For more information about Cross-Channel conversion tracking, I recommend watching the following video from Google:

[Google Video – Cross Channel Conversion Tracking](#)



Google Tools

Like many of the other major pay per click search engines, Google offers its advertisers free tools to use. But unlike other pay per click search engines, these tools are very helpful, accurate, and will help you to make more money online. In fact, I prefer Google's tools to the tools you pay for.

Google's Keyword Suggestion Tool

There are two ways you can access Google's Keyword Tool. The first way is by clicking or using the link below:

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

The second way is to login to your Google Account. Once inside your Google account click on the "Tools" link near the top of the page, then click on the "Keyword Tool" link. This keyword tool is excellent to use. Its one of the best keyword tools I have seen, and it is free. I would highly recommend this tool for everyone advertising with Google AdWords.

What makes this tool so great? This tool uses Google's Quality Score and displays your best performing keywords based on their Quality Score. Then if

you select a certain keyword Google will search for other key phrases that are related to that keyword and then allows you to add them to your campaign. Even if you think there is no possible way that you could be missing a keyword I would still highly recommend that you use this tool. You will be amazed at how many keywords you have overlooked.

This tool also allows you to type in keywords that Google didn't find on your website. This way you will be able to find thousands of extra relevant keywords that you didn't even think of.

Have you ever wondered how many advertisers were advertising for a certain key phrase or how many people were searching for a keyword? We all have, but now thanks to Google's new Keyword Tool we can finally find this valuable information.

Google will display two different types of keyword lists.

- 1. More Specific Keywords:** This list is the list where you will find the largest amount of keywords that are most related to your campaign. You will probably select most if not all of these keywords to add to your AdGroup.
- 2. Additional Keywords to Consider:** This is the list that will contain more broad keywords. I would recommend reading over this keyword list, but you will probably not select as many keywords as you did in the *More Specific Keywords* list.

Keyword Tool Selection Options

Currently Google offers many different selection options for the keyword tool. These options are all very important to take advantage of because they will give you valuable information which can help you to generate more profit.

You can access the keyword selection options by clicking on the keyword tool button, entering a keyword or phrase (in the examples below I used the keyword "laptop"), and then click on the "Get More Keywords" button.

Keywords Only / Default Selection

How would you like to generate keyword ideas?

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

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

Enter one keyword or phrase per line:

Use synonyms

[Get Keyword Ideas](#)

[Filter my results](#)

Choose columns to display: ▼ ?

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

Keywords	Advertiser Competition ?	December Search Volume ?	Avg Search Volume ?	Match Type: ?
laptop	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Broad ▼ Add ⌵
laptop computer	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add ⌵
laptop computers	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add ⌵
toshiba laptop	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add ⌵
best laptop	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	Add ⌵

This is the default keyword selection. It allows you to:

- View the keywords in alphabetical order
- Add the keyword to your list
- Remove the keyword from the list
- Notifies you if you already have the keyword in the same AdGroup or Campaign.
- Displays Search Volumes and Advertiser Competition levels.

I would only recommend using the “Keyword Only” selection if you are an absolute beginner and are feeling overwhelmed with the keyword selection process.

Cost / Ad Position Estimates Selection

How would you like to generate keyword ideas?

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

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

Enter one keyword or phrase per line:

Use synonyms

▶ [Filter my results](#)

Choose columns to display:

Calculate Estimates using Max CPC:
 US Dollars (USD \$)

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

Keywords	Estimated Ad Position <input style="font-size: 8px; vertical-align: middle;" type="button" value="?"/>	Advertiser Competition <input style="font-size: 8px; vertical-align: middle;" type="button" value="?"/>	December Search Volume <input style="font-size: 8px; vertical-align: middle;" type="button" value="?"/>	Avg Search Volume <input style="font-size: 8px; vertical-align: middle;" type="button" value="?"/>	Search Volume Trends (Dec 2006 - Nov 2007) <input style="font-size: 8px; vertical-align: middle;" type="button" value="?"/>	Match Type: <input style="font-size: 8px; vertical-align: middle;" type="button" value="?"/>
laptop	4 - 6	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 100%; height: 10px; background-color: #808080;"></div></div>	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 100%; height: 10px; background-color: #808080;"></div></div>	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 100%; height: 10px; background-color: #808080;"></div></div>		Broad <input style="font-size: 8px; vertical-align: middle;" type="button" value="?"/>
laptop computer	7 - 10	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 100%; height: 10px; background-color: #808080;"></div></div>	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 100%; height: 10px; background-color: #808080;"></div></div>	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 100%; height: 10px; background-color: #808080;"></div></div>		Add <input style="font-size: 8px; vertical-align: middle;" type="button" value="?"/>
laptop computers	4 - 6	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 100%; height: 10px; background-color: #808080;"></div></div>	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 100%; height: 10px; background-color: #808080;"></div></div>	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 100%; height: 10px; background-color: #808080;"></div></div>		Add <input style="font-size: 8px; vertical-align: middle;" type="button" value="?"/>
toshiba laptop	4 - 6	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 100%; height: 10px; background-color: #808080;"></div></div>	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 100%; height: 10px; background-color: #808080;"></div></div>	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 100%; height: 10px; background-color: #808080;"></div></div>		Add <input style="font-size: 8px; vertical-align: middle;" type="button" value="?"/>

The Cost and Ad Position Estimates selection gives you a rough estimate of your Average CPC and/or your Ad Position. Notice I said a rough estimate. [Google's ad cost and position estimates are usually very far from accurate](#). Look at the above screen shot for an example of what I mean. It would be very difficult to receive a first page ad position for the keyword laptop and notebook, while only paying \$0.05 per click.

I would only recommend using this tool to find which keyword will be inactive for search before you add them to your list.

Global Search Volume Trends Selection

How would you like to generate keyword ideas?

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

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

Enter one keyword or phrase per line:

laptop

Use synonyms

[Get Keyword Ideas](#)

► [Filter my results](#)

Choose columns to display: Show/hide columns ?

Calculate Estimates using Max CPC:
 US Dollars (USD \$) [Recalculate](#)

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

Keywords	Estimated Ad Position ?	Advertiser Competition ?	December Search Volume ?	Avg Search Volume ?	Search Volume Trends (Dec 2006 - Nov 2007) ?	Match Type: ?
laptop	4 - 6	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>		Broad ?
laptop computer	7 - 10	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>		Add ?
laptop computers	4 - 6	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>		Add ?
toshiba laptop	4 - 6	<div style="width: 100%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>	<div style="width: 75%; height: 10px; background-color: #808080;"></div>		Add ?

The “Global Search Volume Trends” selection is an extremely helpful selection. This tool allows you to view the popularity of a keyword and it shows you when that keyword is searched the most.

Why is this tool so great?

This keyword option allows you to know exactly when a product will sell the best. Look at the screenshot above. According to this data, people are more interested in purchasing laptops online from December to March. This means that I should focus on advertising for laptops more during those months. By giving you this information you can take full advantage of sales trends, by letting you know when and how long to advertise a product at its full potential.

I definitely recommend using this option, especially if you are advertising for seasonal products (sports, clothing, etc.).

Possible Negative Keywords Selection

The screenshot shows the Google Ads Keyword Tool interface. At the top, there's a section titled "How would you like to generate keyword ideas?" with two radio button options: "Descriptive words or phrases (e.g. green tea)" (selected) and "Website content (e.g. www.example.com/product?id=74893)". To the right, there's a text input field containing "laptop" and a checked checkbox for "Use synonyms". A "Get Keyword Ideas" button is located below these options.

Below this is a "Filter my results" section with a "Choose columns to display:" dropdown menu set to "Show/hide columns".

The main section is titled "Keywords related to term(s) entered - sorted by relevance". It features a table with the following columns: "Keywords", "Advertiser Competition", "December Search Volume", "Avg Search Volume", and "Match Type". The "Match Type" dropdown is currently set to "Negative". The table lists several keywords with corresponding progress bars for each metric and an "Add negative" link for each row.

Keywords	Advertiser Competition	December Search Volume	Avg Search Volume	Match Type
-computer	[Progress Bar]	[Progress Bar]	[Progress Bar]	Add negative
-computers	[Progress Bar]	[Progress Bar]	[Progress Bar]	Add negative
-toshiba	[Progress Bar]	[Progress Bar]	[Progress Bar]	Add negative
-best	[Progress Bar]	[Progress Bar]	[Progress Bar]	Add negative
-deals	[Progress Bar]	[Progress Bar]	[Progress Bar]	Add negative
-hp	[Progress Bar]	[Progress Bar]	[Progress Bar]	Add negative
-reviews	[Progress Bar]	[Progress Bar]	[Progress Bar]	Add negative
-bags	[Progress Bar]	[Progress Bar]	[Progress Bar]	Add negative

The "Possible Negative Keywords" selection gives you the option to make the keywords listed a negative keyword match (-keyword). If you don't know or remember what a negative keyword is, look in the "Keyword Matching Options" section of this guide. I wouldn't recommend using this tool unless you find a large amount of keywords in the Keyword Tool which are irrelevant to your product. An example of an irrelevant keyword for your product would be if you

were advertising for Pepsi Cola and one of your keywords was “cola”. If this was the case then you would not expect many sales from people who searched for Coca-Cola, so to keep your advertisement from being viewed by anyone who was searching for Coca-Cola products, you would add the negative keyword – coca to their keyword list. When you do this your advertisement will show anytime someone searched for Pepsi or Cola, but it will not show if anyone typed the word “cola” into their search phrase.

For more information about Google’s Keyword Tool, I recommend that you watch the following video from Google.

[Google Video – The Keyword Tool](#)



Google’s “Advanced Search and Editing Tool

This is a great tool to use if you want to increase your bids for a large amount of keywords. It is very useful if you want to activate a large amount of inactive keywords by increasing their bid amounts.

How to Activate A Large Amount of Inactive Keywords

Although this feature is no longer available, I have talked with Google and they said they may be adding it again, so I will keep this information below until the next update incase they do add it again.

Click on the “Tools” link (Number 13 on the AdWords map page on the last few pages of this guide) and then click on the link “Advanced Search and Editing”. You will then be taken to a page asking you which tool you want to use. Click on the “Find and Edit Max CPCs” link.

Once you’re on that page, set your settings to the picture below to activate all of your inactive keywords. The only option(s) you should change are the max bid for each inactive keywords and which Campaign/AdGroup you want to change the Max CPC in. In this image I am changing the Max CPC to \$0.10 for all of my campaigns and AdGroups to every keyword that is inactive for search. If there is a keyword which needs a Max CPC of \$0.15 to become activated, it will remain inactive until you change the bid to \$0.15. Don’t forget to click on the blue link next

to number 3 (in the picture below) to specify how you want to change your keywords.

If you want to watch a video of how to activate thousands of inactive keywords, then I recommend watching the following video:

[Steven Holdaway – Activating 1,000's of Inactive Keywords](#)



1. CHOOSE the type of Max CPC you want to find or change.

- Keyword-level Max CPCs (Find words by setting filters)
- Keyword-level Max CPCs (Enter a list of keywords and replacement Max CPCs)
- Ad Group Max CPCs (Change Max CPCs for entire Ad Groups)

2. FIND keywords you'd like to change. *(optional)*

- Set filter(s) to narrow your search. The system will find keywords that match all of your filters.
- You may leave any filter blank. To find *all* keywords in this account, simply skip this entire step.

Search in these places:

campaign name:

campaign status:

ad group name:

...for keywords that match these criteria:

keyword:

Enter one keyword or phrase per line (maximum 100 lines).

current keyword cpc: \$

performance history:

*If you're filtering by position, note that 'greater than' means a larger number and a lower ad position on the page.

match type and status:

- broad match active
- phrase match inactive for search
- exact match

3. CHANGE or view CPCs that match my search filters.

- Increase each Max CPC by percent
- Increase each Max CPC by \$
- Change all Max CPCs to \$
- Remove keyword-level Max CPCs and default to Ad Group Max CPCs
- Increase each keyword's Max CPC to the recommended minimum bid.
- No changes. Just show me my keywords and CPCs.

On the next page, you may confirm or cancel your changes.

Another great feature this tool has is that it can filter out and return only the keywords you want to see or edit. For example if you want to increase the bids of all your keywords that have an average position of 10.0 or higher then you just set Google's Find & Edit Max CPC Tool to the following picture. Don't forget to click on the blue link next to number 3 to specify how you want to change your keywords.

1. CHOOSE the type of Max CPC you want to find or change.

- Keyword-level Max CPCs (Find words by setting filters)
- Keyword-level Max CPCs (Enter a list of keywords and replacement Max CPCs)
- Ad Group Max CPCs (Change Max CPCs for entire Ad Groups)

2. FIND keywords you'd like to change. *(optional)*

- Set filter(s) to narrow your search. The system will find keywords that match all of your filters.
- You may leave any filter blank. To find *all* keywords in this account, simply skip this entire step.

Search in these places:

campaign name:

campaign status:

ad group name:

...for keywords that match these criteria:

keyword:

Enter one keyword or phrase per line (maximum 100 lines).

current keyword cpc: \$

performance history:

*If you're filtering by position, note that 'greater than' means a larger number and a lower ad position on the page.

match type and status:

- broad match active
- phrase match inactive for search
- exact match

3. CHANGE or view CPCs that match my search filters.

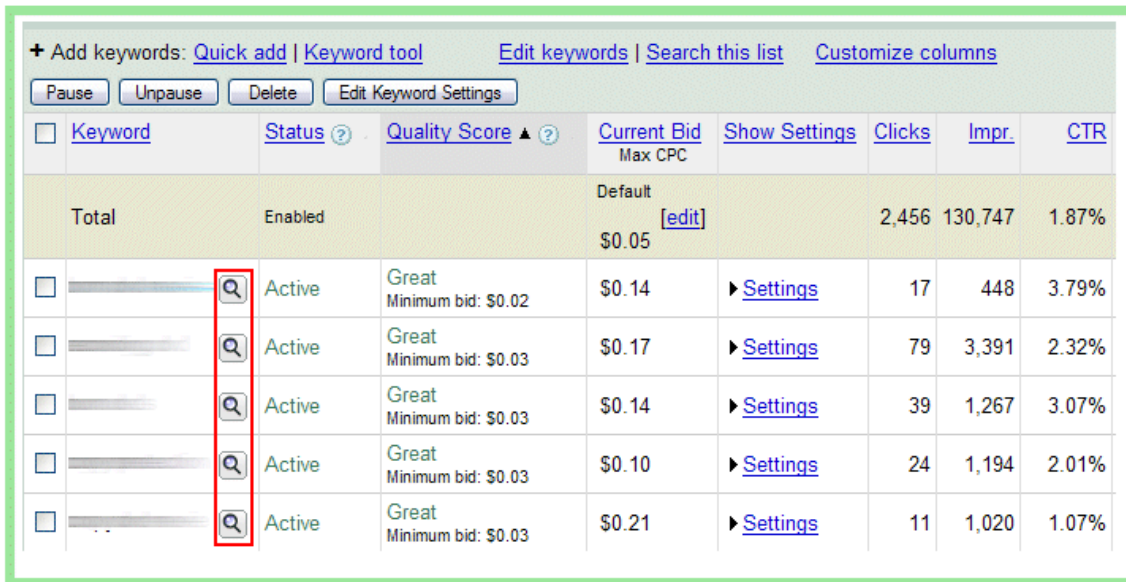
- Increase each Max CPC by percent
- Increase each Max CPC by \$
- Change all Max CPCs to \$
- Remove keyword-level Max CPCs and default to Ad Group Max CPCs
- Increase each keyword's Max CPC to the recommended minimum bid.
- No changes. Just show me my keywords and CPCs.

On the next page, you may confirm or cancel your changes.

Google's Ad Diagnostics Tool

Google's Ad Diagnostics tool will tell you which of your Text Ads are showing for a particular search, without you having to type that keyword into Google to see if your advertisement is appearing yourself. It will also tell you why your ads are not running or why they are not on the first page of the search results. I would recommend using this tool until you get your text ads running profitably.

Google also displays this tool next to each keyword in your keyword list. If you look next to your keywords you should see a button that looks like a magnifying glass. If you put your cursor over this (you don't have to click on it). When the cursor appears it will tell you how your text advertisements are performing for that keyword. Unfortunately, I don't think that this is 100% accurate.



<input type="checkbox"/>	Keyword	Status ?	Quality Score ▲ ?	Current Bid Max CPC	Show Settings	Clicks	Impr.	CTR
Total				Default \$0.05 [edit]		2,456	130,747	1.87%
<input type="checkbox"/>		Active	Great Minimum bid: \$0.02	\$0.14	► Settings	17	448	3.79%
<input type="checkbox"/>		Active	Great Minimum bid: \$0.03	\$0.17	► Settings	79	3,391	2.32%
<input type="checkbox"/>		Active	Great Minimum bid: \$0.03	\$0.14	► Settings	39	1,267	3.07%
<input type="checkbox"/>		Active	Great Minimum bid: \$0.03	\$0.10	► Settings	24	1,194	2.01%
<input type="checkbox"/>		Active	Great Minimum bid: \$0.03	\$0.21	► Settings	11	1,020	1.07%

For more information about Google's Ad Diagnostics tool, I recommend watching the following video from Google.

[Google Video – Ad Diagnostics Tool](#)



Google's Traffic Estimator Tool

First off, to find the traffic estimator tool click on the Tools link and then click on the link titled "Traffic Estimator".

The traffic estimator tool does what it says. That is, it tells you how many clicks and impressions you should expect to receive as well as your ad's position and estimated cost per day.

Although this is a pretty handy tool, I don't recommend using it a lot. This is mainly because Google's traffic estimates are far from accurate.

For more information about Google's Traffic Estimator Tool, I recommend watching the following video from Google.

[Google Video – Traffic Estimator Tool](#)



Google's Copy or Move Keywords and Ad Text Tool

This tool is also currently unavailable, but last time I talked with my Google rep, they told me that they were testing the removal of this tool and it may become available again. Just in case this happens, I will leave this section in this guide.

Earlier in this guide I mentioned the importance of grouping your keyword together by theme to help improve the CTR of your Text Ads. Unfortunately, this can be difficult to do especially if your campaigns have thousands of keywords.

Luckily, Google has made it very easy to do with their Copy or Move Keywords and Ad Text Tool. With this tool you can search all of your keywords for a specific theme, and then you can move them to a new AdGroup within seconds. Here's an example: Let's say you have 10,000 keywords for laptops, but you want to create a new AdGroup specifically for HP laptops so you can include "HP" in your text advertisement to increase your CTR. Well all you have to do is: go to the Move Keywords tool, indicate that you want to move keywords, and then set your settings to this:

Find the keywords you'd like to move.
- Set filters to narrow your search. The system will find keywords that match all of your filters.
- You may leave any filter blank. To find all keywords in this account, simply skip this entire step.

Search in these places:
campaign name: all campaigns
campaign status: all
ad group name: all ad groups

...for keywords that match these criteria:
keyword: contains:
Enter one keyword or phrase per line (maximum 100 lines).
hp
hewlett packard

current keyword cpc: is equal to \$
performance history: cost (US Dollars \$) today is any number

*If you're filtering by position, note that 'greater than' means a larger number and a lower ad position on the page.

match type and status:
 broad match active
 phrase match inactive for search
 exact match

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Notice that I have told Google to look through every single keyword in my Account and if Google finds a keyword which contains "hp" or "Hewlett Packard", then move that keyword to the new AdGroup I specify later.

This tool is extremely useful and can literally save hours of work. I would recommend this tool for everyone to use.

Google AdWords Editor Tool

Google offers its advertisers free use of a tool which allows you to download your AdWords account to your computer and manage it without being logged in to Google AdWords.

I recommend watching this introduction video by Google about the AdWords Editor Tool:

[Google Video – AdWords Editor Introduction](#)



[Google Video – AdWords Editor Adding Information](#)



[Google Video – AdWords Editor Editing Information](#)



[Google Video – AdWords Editor Viewing Data](#)



[Google Video – AdWords Editor Sharing Information](#)



What does this tool do?

This tool was designed to help AdWords account holders manage their Google accounts and campaigns. Google recommends that this tool will be a good aid for advertisers with large accounts. This tool will allow you to manage your entire account offline, but you must download your account first. Its best features include sorting through keywords, text ads, and accounts with ease, but if you have a large account, be prepared to wait because it can take a while to load.

Should you use this tool?

I used to not recommend using this tool, but Google has changed some account features that make it almost necessary to download and use this tool. The feature that Google removed from managing your account online is the ability to find and edit all of your inactive keywords at once. Luckily AdWords Editor has this feature that allows you to edit your inactive keywords (so you don't have to go and manually edit each keyword bid one at a time for your inactive keywords).

Here are some problems I found with this tool:

- It's recommended for large accounts, yet the larger your account the longer it takes to load.
- You can use it offline, but you must be online to download your account and online to upload your account's changes.
- Its user interface is different from your AdWords account user interface, meaning you will have to take time to learn how to use this tool before it will benefit you.
- It doesn't do a good job of telling you when your keywords may be inactive for search. In order to get an accurate idea of your inactive or active keywords you either have to login to your AdWords account online, or you have to remove your AdWords account from AdWords Editor and then re-add it again to AdWords Editor.

This tool wasn't all bad though, here are the good things:

- Can filter through your results to find poor performing keywords, change them, and then upload them to your account.
- You can save your account onto a file on your computer for back-up purposes or you can send it to someone for help or review.

How to Use AdWords Editor

Like I said above, AdWords Editor is now the only way you can edit all of your inactive keywords at once. Trust me, there's nothing more annoying than having to go change the bid for thousands of keywords one at a time. Here's what you need to do to get AdWords Editor.

Downloading AdWords Editor

Downloading AdWords Editor is very easy to do, and yes they do have AdWords Editor for both Windows and Mac computers.

To download AdWords Editor click on the link below which will take you to the download page:

<http://www.google.com/adwordseditor/>

Setting Up AdWords Editor

Setting up Google's AdWords editor tool is fairly easy to do. Basically it will prompt you for two things.

1. The email address you use to login to your AdWords account.
2. The password you use for your AdWords account.

After you enter this information AdWords Editor will download your account to your computer (be sure you're on the internet when you do this). Make sure you are not logged into your AdWords account when you are using AdWords Editor (downloading or uploading information), because in my experience this has caused AdWords Editor to do partial downloads and uploads.

Basic Information about AdWords Editor

- AdWords Editor will not change any information in your account (AdWords account) unless you click on the "Post Changes" button.
- You can manage multiple accounts using AdWords editor.
- AdWords Editor uses colors to symbolize AdWords rules. If there's a red symbol next to the AdGroup, Keyword, Campaign, or Text Ad it means there's an error with that particular AdGroup, Keyword, Campaign, or Text Ad and it will not upload.

Adjusting the Bids for all the Inactive Keywords in your Account

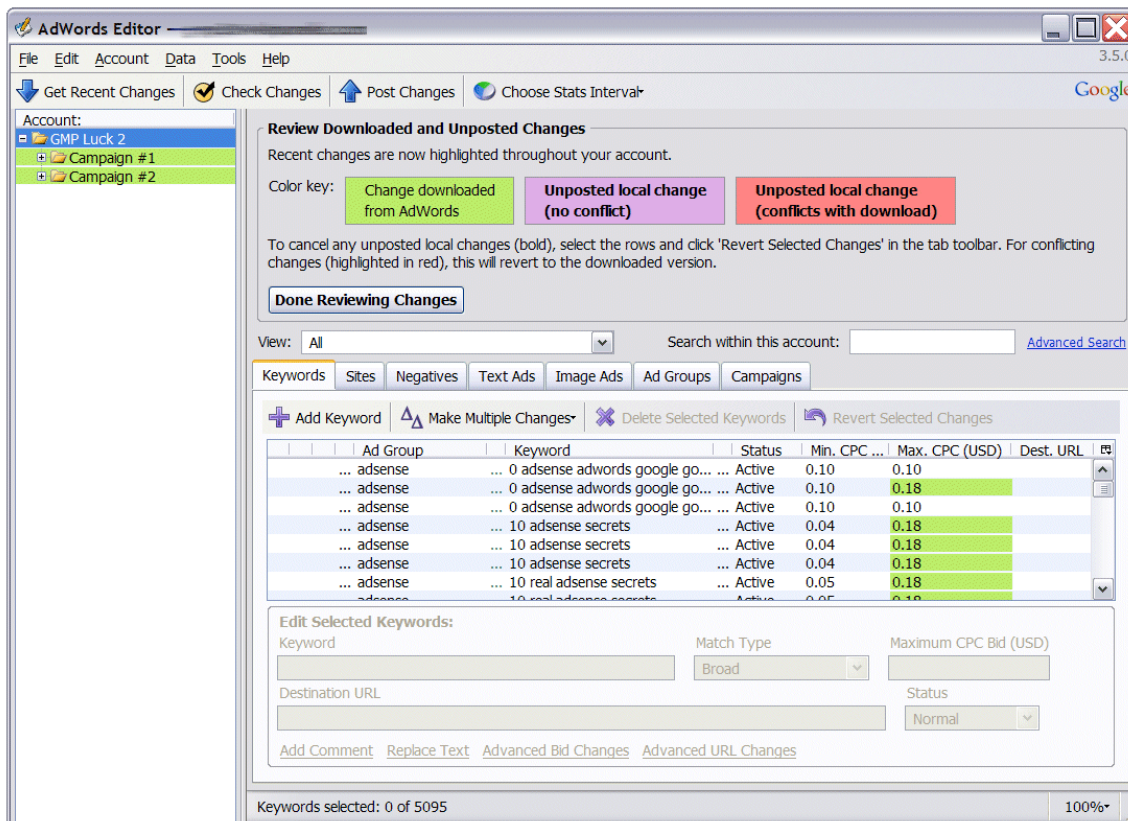
This is by far the best way to change/edit the status or bid for all of the inactive keywords in your AdGroup, Campaign, or entire account.

Why would you want to do this? Well, chances are that you will see keywords in the inactive for search state and in order to fix this you will need to increase bids, delete them, or re-group them.

For this example I will show you how to edit all the inactive keywords within your entire account. If you want to edit the inactive keywords within a specific AdGroup or campaign simply click on that campaign or AdGroup when choosing what you want to edit.

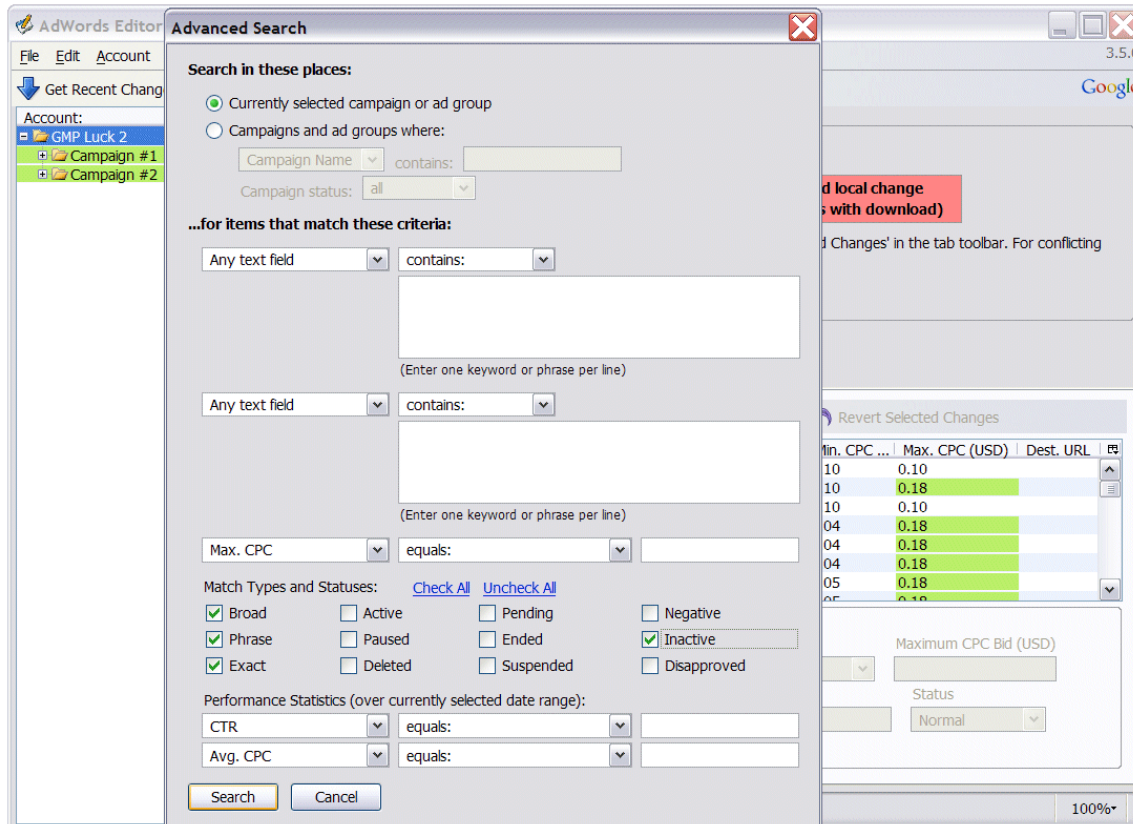
First off you will need to tell AdWords Editor that you're going to edit your entire account. To do this login to AdWords Editor and on the left side of AdWords Editor click on the name of your account. This will select your entire account including all keywords, text ads, AdGroups, and campaigns.

Now you will want to tell it that you're going to edit only the keywords. To do this simply click on the "Keywords" tab in AdWords Editor. Your screen will change and it will display all the keywords within your account.



Next you will need to tell AdWords Editor that you only want to edit the Inactive Keywords within your account. To do this click on the dropdown box titled "View" near the top of AdWords Editor. In this drop down box you will need to select "Create or Set Custom View..."

This will open a new window and on this window you should ignore everything except for the check boxes near the bottom. In these check boxes uncheck everything except for "Broad", "Phrase", "Exact", and "Inactive". Then click on the "Search" button at the bottom of this window.



This will now display all of the inactive keywords within your AdWords account. Usually to make it easier and faster for me I click on the “Min. CPC...” column button (it may not look like a button, but if you click on the text “Min. CPC...” you will see that it is a button) which sorts the keywords by your minimum required cost per click (A.K.A. your Quality Score).

Now to select the keywords you want to edit, click on the first keyword you want to edit and hold the “Shift” key on your keyboard. While you’re still holding the “Shift” key, click on the last keyword you want to edit. This should select all the keywords in between the first and last keyword you selected. To select specific keywords, do the same thing but instead of holding the Shift key hold the “Ctrl” (control) key.

To delete the keywords, click the delete button.

To increase bids for the keywords look towards the bottom of AdWords editor and enter the new bid in the box titled “Maximum CPC Bid” (this may say “<default>” or “<varies>”).

To move the keywords to another AdGroup or Campaign click on the “Edit” menu at the very top of AdWords Editor and select “Cut”. Then open the AdGroup/Campaign you want to put the keywords, click on the “Keywords” tab, and then go to the “Edit” menu and select “Paste”.

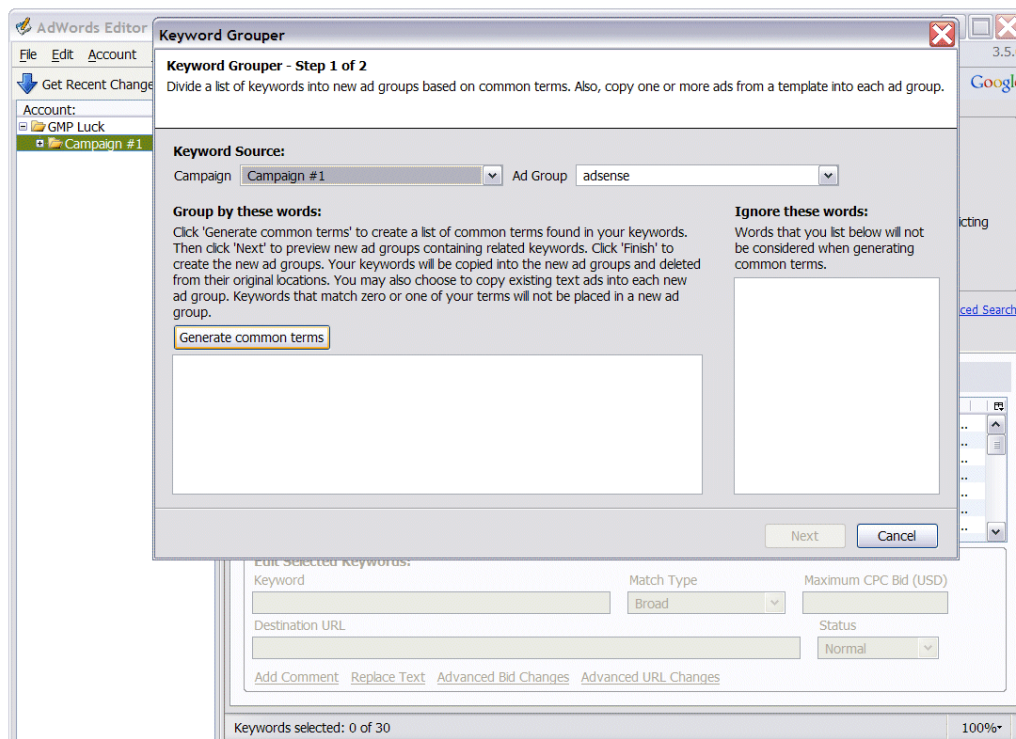
When you're done and want to post these changes to your AdWords account, click on the "Post Changes" button.

Sorting & Grouping Keywords Using AdWords Editor

Another unique and useful feature that AdWords editor has is that it will sort and group keywords from an AdGroup, Campaign, or your entire account and it will create and insert these keywords into new AdGroups.

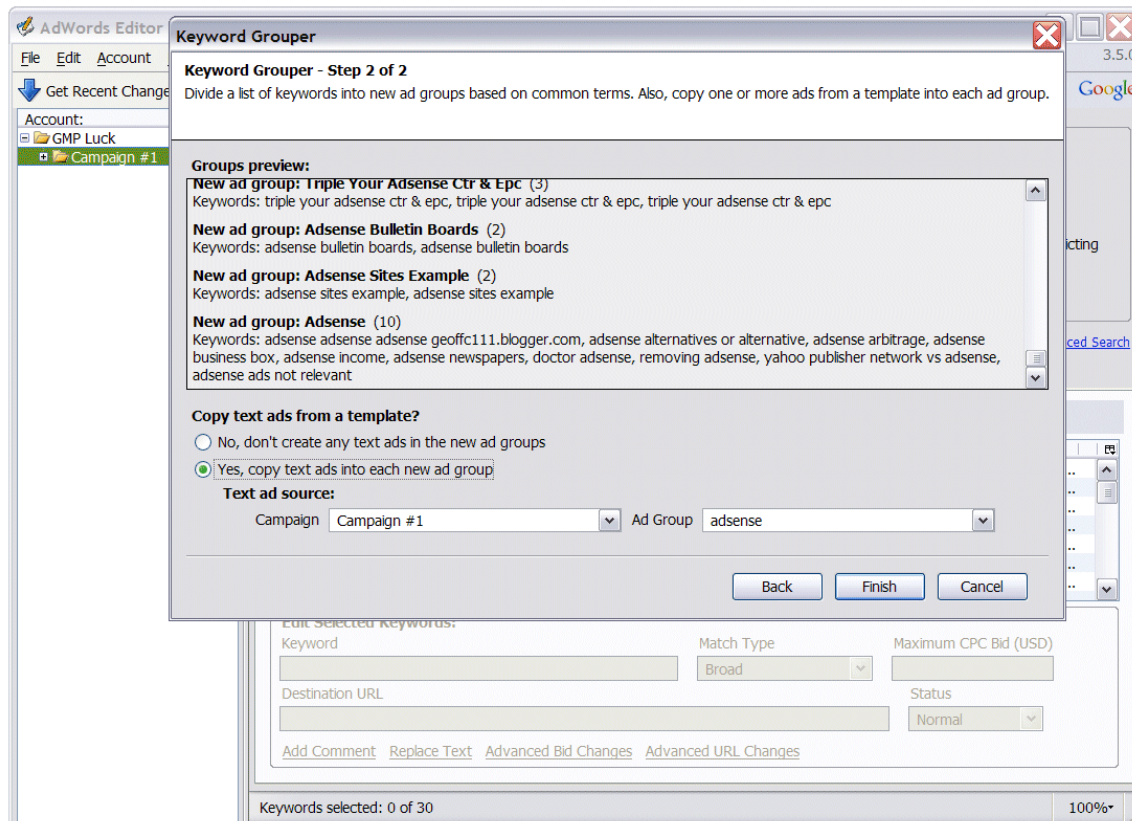
Unfortunately, I don't recommend using this tool 100% of the time because it will simply create massive numbers of AdGroups (it's not uncommon for it to create an AdGroup for just one keyword). The best time(s) to use this tool is when Google has made some of your keywords inactive for search and you need to regroup them to try to improve your Quality Score.

To use this tool simply select the AdGroup or Campaign you want to regroup the keywords in. Then click on the "Tools" menu and select "Keyword Grouper". Then click on the "Generate Common Terms" button. Wait for a list of common terms to appear and then click on the "Next" button.



AdWords Editor will now display the new AdGroups in Bold and the keywords within those AdGroups. If you want to copy text advertisements over to the new

AdGroups (I recommend doing this), select the AdGroup that contains the Text Ads you want to use and click on the finish button.



Now AdWords Editor will have sorted and grouped all the keywords. Before you can post the changes to your AdWords account you will need to specify a minimum bid for the new AdGroups that were created. To do this click on the "AdGroups" tab and select all of the new AdGroups that were created. Then at the bottom of AdWords Editor enter a new max bid in the text area titled "Maximum CPC Bid".

When you're finished click on the "Post Changes" button.

Google Analytics

I recommend watching this introduction video by Google about AdWords Analytics:

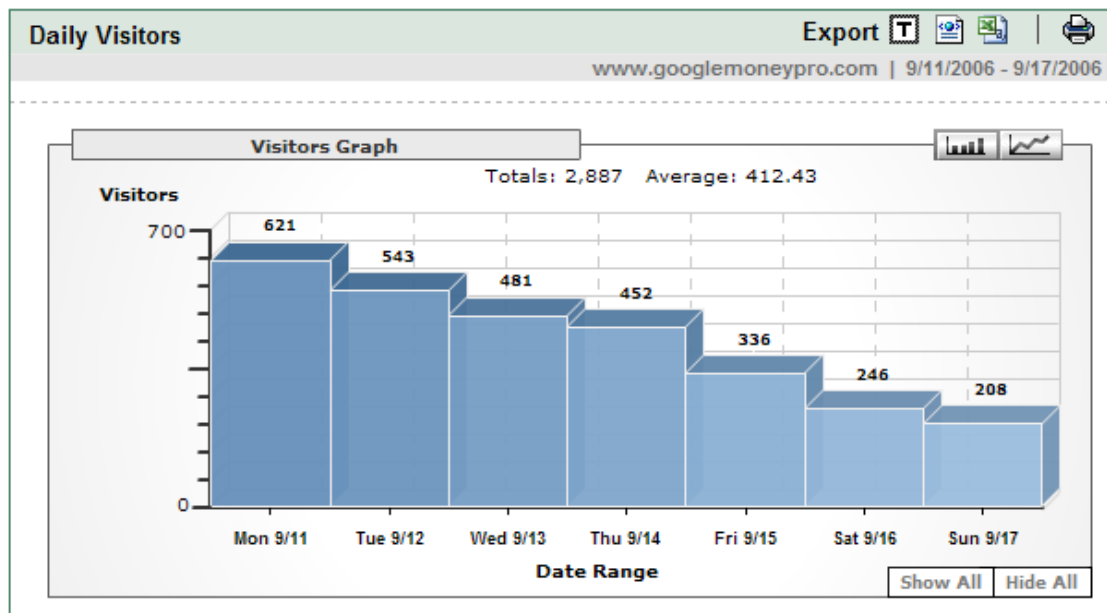
[Google Video – Introduction to Google Analytics](#)



Google Analytics is a free service that Google offers that allows website owners to track very detailed visitor information about their website. You can view the Google Analytics section by clicking on the “Analytics” tab near the top of your Google Account.

In order to use Google Analytics, you are required to place a small code on each webpage you wish to be tracked.

This is a great tool to use for optimizing your website. Unfortunately, this tool is only available for website owners.



Analytics has so many features that it's hard to mention them all. Here are some of the best features (in my opinion):

- Tells the location of your visitors
- What screen resolution, browser, color, and processors your visitors are using
- Number of returning visitors
- Webpages the visitors came from
- Conversion summaries

- Campaign performance
- Cost Per Click Analysis



For more information, you can always visit the Analytics webpage:
<http://www.google.com/analytics/> .

I recommend watching this video by Google that tells you how to set up your AdWords analytics for your account:

[Google Video – Setting up Google Analytics](#)



Unfortunately, this tool has not been extremely useful in targeting my accounts. It has only been handy one or two times for optimizing your website. If your website offers products where it would be nice to know locations and other visitor information, then I recommend this tool. I also recommend this tool to the website owners who don't have tracking information from their web hosts. Otherwise I recommend staying with Google's current Conversion Tracker tool.

Google Accounts

Google currently offers three different account types for their AdWords Advertisers. These accounts range from letting you manage a single AdWords account to managing a thousand different accounts with one username and password. These accounts all have their benefits and disadvantages.

Google's AdWords Account

This is the most common and most basic Google AdWords Account. It is the first account you sign up with and gives you access to at most 25 different campaigns each containing up to 100 different AdGroups. This Account is ideal for people who manage advertisements for few webpages and allows a maximum of 50,000 to 60,000 keywords.

Benefits:

- Great for advertisers who have few advertisements.
- Easy user interface and easy to learn.
- Low cost \$5 Sign up fee.

Google's My Client Center Account

I recommend watching this video by Google about the My Client Center account:

[Google Video – My Client Center](#)



Google offers AdWords Advertisers a different type of account setup called the My Client Center Account. This account allows advertisers to manage up to 1,000 different AdWords Accounts without having to sign out and sign in to each individual account to make changes. This account is perfect for those whose advertisements span over two or more different Google AdWords accounts and allows the account manager certain benefits.

Benefits:

- Great for advertisers who have more than one AdWords account, because it allows you to view two different accounts simultaneously without having to log in and log out.
- One login name and password can access up to 1,000 different Google Accounts.
- Can run reports over several different Google Accounts rather than just one account.
- Low cost \$5 sign up fee.

Disadvantages:

- May be a little confusing for novice advertisers.
- Designed for advertisers who are interested in becoming a Google AdWords Professional.

Google's Advertising Professionals Account

A Google Advertising Professionals Account is the most advanced account you can receive. Even though it is set up the same as a My Client Center account, it gives its advertisers more privileges than a My Client Center account. Advertising Professionals receive \$6,000.00 in advertising vouchers from Google (60 vouchers worth \$100 each). Advertising professionals are the only advertisers which can legally gain access to the Google Qualified Professionals logo, which can be used to advertise their professional status. Google requires advertisers to manage a My Client Center Account for 90 days, spend at least \$1,000 in advertising during that period, and pass the Google Qualified Professionals Exam, before they will allow you to become a Qualified Google Advertising Professional.

Benefits:

- Great for advertisers who manage several different AdWords accounts. Allows you to view two different accounts simultaneously without having to log in and log out.
- One login name and password can access up to 1,000 different Google Accounts.
- Can run reports over several different Google Accounts rather than just one account.
- Google gives account holders \$6,000.00 in advertising vouchers (60 vouchers worth \$100 each). Can be used on any Google AdWords account less than two weeks old.
- Receive access to the Google Advertising Professionals Logo to display on your website, business card, etc. to help bring in more clients.

Disadvantages:

- Requires you to pass a Google Advertising exam, which is over 100 questions about all types of Google Paid Advertising. Exam costs \$50 USD and you must make 75% or higher to pass.
- Must retake the exam every two years to keep your Professional Account and Status active.
- Less than 800 people world wide have become a Google Advertising Professional.

Things to Know About Google

Google is very serious about what they do. If you try to cheat them, you and all of your webpage's can be banned for life. Never take their position or traffic estimates seriously. They are almost never right. Make your own estimates using the accurate information Google gives you (cost per click, amount of clicks you have received, any other information that cannot be incorrect).

Some Common Misconceptions About Google

Here are some of the things that you may have heard that may or may not be true...

1. People have paid \$200.00 per click for certain high traffic keywords
False: The maximum you can ever pay for a single keyword is \$50.00 per click, most of the people who bid this high just do so to ensure a number one position and hardly ever pay this amount per click.
2. Someone can get away with small violations on their Google AdWords campaign. Google is so big, no one will notice.
False: Not only will Google notice, but it won't take very long for them to notice, and if you don't fix the violation or if it is serious enough they will ban you.
3. You can just click on your own advertisement multiple times or have someone else do the same thing to help boost your CTR.
False: If you click on your advertisement multiple times to try to cheat Google, Google will notice. They even have specialized teams and computer programs which continually monitor the clicks received and depending on how many times you did it, they will ban you. If you have someone else try to click on your Advertisement multiple times, Google will stop recording the amount of times they click on it so your CTR will not be affected.
4. You can hurt your competitor by clicking on their advertisement multiple times to raise the amount of money they spend.
False: Again, Google will stop counting the amount of times you click on their advertisement. And for the short number of times you do, it will raise their CTR for that keyword.

Ways to Drive More Traffic to Your Website

Below are a list of ways that you can increase the amount of traffic you can receive to your website.

- Always add new or unused keywords.
- Search your website for unadvertised items. For example: if you sell printers then you may have forgotten the keywords computer paper, computer ink, ink jet, etc.
- Include more specific keywords. For example: ink jet printers, laser jet printers, bubble printers, Circuit City printers, Best Buy printers, etc.
- Google recommends that you should separate all your high-traffic keywords from the poor performing keywords and put your best performing ones into a separate campaign. This way you can set a high daily budget for the best performing keywords without losing money on the poor performing keywords. I would not do this unless the high performing keywords are less than one week old.
- Increase your daily budgets. Like I said earlier, you never want to reach your daily budget, so double whatever Google says it should be set at. This way you will always receive 100% of search traffic.
- Increase your Max CPC for your higher performing keywords.
- Increase your quality score through optimization; I mentioned how to do this earlier.
- Broaden your Geo targeting settings. You can do this by selecting more countries to advertise in. You can also do this by creating another webpage in a different language and advertise in countries which speak that language.

Google has a video which tells you how to optimize your AdWords account to receive more traffic.

[Google Video – Optimize to Increase Traffic](#)



I also recommend you watch the following video to make sure you're getting as much traffic as possible from your campaign settings:

[Steven Holdaway – Maximize Traffic Settings](#)



Good Google Advertising Rules to Follow

Below is a list of good advertising rules to follow. Follow these rules to give you the best performance and the most amount of profit from your advertising.

- Top positions don't always mean the best performance. Sometimes 6th, 7th, 8th positions bring in larger profit margins.
- Don't pay a higher CPC just to get in the top 3 positions.
- Receiving a high number of clicks doesn't always mean the website will be profitable.
- Traffic and sales change daily; don't expect your traffic and sales to be the same every day.
- When a new campaign is created, establishing a good history is vital for this campaigns success. Having a high CTR is the best way to do this.
- Always try to be more targeted and specific than more general.
- Send the customer to the most appropriate page on the website.
- Try thinking like your customer. See if your ad appeals to you if you were looking for the product you're selling.
- Manage your account as often as possible. Don't expect your account to be able to manage itself.
- Group keywords together and put the keywords groups into individual AdGroups.
- Put your best performing keywords into the text of your advertisement.
- Always keep on testing different advertisements.
- Keep on adding keywords to your keyword list(s).
- Include call to action phrases.
- Don't ever bid more than you can afford.

I also recommend watching this video from Google which tells you how to increase your conversions.

[Google Video – Optimize to Increase Conversions](#)



Google Billing

If you live in the USA I recommend watching this video that explains the basics of Google Billing in the USA:

[Google Video – Basic US Billing Process](#)



Google will bill you for all the clicks you received once every thirty days. They may bill you sooner depending on your Google Credit Limit. This credit limit depends on your account's history and the limit can be anywhere from \$50 - \$500 max. Although they say your credit limit can't be more than \$500, I have had a few charges above \$2000. Also, unlike Overture, Google will never bill you in advance. If you spend large amount of money every day, Google will usually charge you \$500 multiple times.

I mentioned earlier about Google having a feature which will allow you to enter more than one credit card incase one of your credit cards cannot pay the bill for your advertisements. I would strongly recommend doing this, especially if you rarely check your Google Account(s).

Outside USA Billing

Google's billing outside of the USA is fairly the same as Google's billing from within the USA. Google allows two billing options which are postpay and prepay.

Postpay – Postpay is where you pay Google after you receive clicks and impressions. This is Google's default payment type.

Prepay – Prepay is where you pay Google before they advertise your website and before you receive any impressions or clicks (this is how Yahoo does their billing).

Google has two videos which talk about billing outside of the US. I recommend watching these videos to get a better understanding about how Google bills people who don't live in the USA.

[Google Video – Outside US Payment Options](#)





Google's New Advertising Policy

As some of you are aware, Google changed their advertising algorithm in July – August 2006. This change affected many advertisers and has caused several advertisers to drastically increase their bids or leave Google AdWords.

What happened?

Around July 12th, 2006 many advertisers noticed nearly all of their keywords were inactive for search in their campaigns. While normally (before the policy change) advertisers can raise their max bid \$0.03 or so to re-activate their keywords, this was not the case anymore. Instead of seeing a note telling them to raise their bid a couple of cents, Google was telling them in order to activate this keyword they would need to set their keyword's bid to \$1.00, \$5.00, and sometimes \$10.00 per click.

Why the new policy change?

Most people who were negatively affected by the policy change say or think that Google changed AdWords just to make more money. This is not true. Google's new change was intended to remove most of the undesirable paid search results from Google's Search Network.

Most of the following were considered undesirable webpages:

- Websites promoting mainly AdSense advertisements
- Websites whose main purpose was to collect email addresses
- Websites that were filled with advertisements
- Websites with unclear purposes
- Confusing websites
- Inaccurate websites

How to Beat Google's New Policy Change

Most people didn't know what to do about the policy change, and several advertisers profits fell dramatically. Here are four things advertisers did to fix their problem:

1. Wanting a "Quick Fix" most advertisers simply changed their URL, which activated their ads for a day or two until Google caught on (if you keep on doing this, you will agitate Google enough to where they will ban you from AdWords).
2. Other advertisers increased their bids to what Google recommended (this isn't a good decision either, because if Google didn't think your site was desirable enough to start with, then they certainly aren't going to suddenly think it's going to be desirable when you increase your bid. Keep doing this and Google will keep increasing your required bid).
3. Some people simply left Google AdWords completely.
4. Those remaining were either unaffected by the policy change or knew exactly what to do to fix it.

So...How Do You Fix the Policy Change?

You can fix the policy change and completely reverse the negative results by giving Google exactly what they want out of a website. You give them both Quality and Content.

One Thing Everyone Needs to Remember...

Although the new policy change makes it look like your account is not performing well at all by inactivating a large majority of your keywords, you can still receive massive amounts of traffic. Even though your keywords are inactive for search, you will still receive traffic through Google's Content (Contextual) Network. Remember, you can specify different bids for the content network and the search network, so if you're having to increase your bids to \$0.20 per click in the search network, you can still keep your bids at \$0.10 per click for the contextual network. You can access this feature by going into your campaign settings and click on the check box that says "Specify Different Bids for Contextual Network".

Easier Said Then Done...

You may think that doesn't sound difficult to do, which if you think about it, it's really not. But your idea of a content full and high quality website is probably very different from Google's idea. Since this book is read by both Affiliates and Website

owners, I'm going to tell each exactly what to do to begin receiving the highest amount of high converting traffic possible. The first section is for Affiliates only, and the second section is for Website owners (this include those of you who create your own landing page).

What Affiliates Need to Do to Beat Google's New Policy:

First off, you're going to need to stop promoting the websites that Google hates. That means you should try to avoid the following:

- Websites with little or irrelevant text on their home page
- Websites that have AdSense advertisements on them
- Websites that are already being heavily advertised
- Websites with duplicate content on each page
- Websites that force you to sign up for an email news letter
- Websites without a privacy policy
- Websites that are confusing or tricky
- Websites that are borderline illegal
- Other factors you may want to avoid

Websites with little or irrelevant text on their homepage – Don't advertise for websites which have little text or irrelevant text on their landing page. This includes websites which place a large amount of text in their pictures. Here's an easy way to figure out how much text is on a website: If you can't highlight it, it means Google cannot read it. WebPages should have at least 150-250 words on their home page.

Below I tell you how to use the following tool to tell you how many words are on the webpage, and how find how relevant the words on the page are to their product.

Click on the following link to access this tool:

<http://tool.motoricerca.info/keyword-density.phtml>

How to Use the Keyword Density Tool:

Below is a screenshot of the keyword density tool (mentioned above). Be sure to have the following settings applied:

Page URL – Enter the website that you are planning to advertise here (include www).
Include page TITLE – Should be checked

Include DESCRIPTION meta tag – Should be checked
Include KEYWORDS meta tag – Should be checked
ALT Contents – “Include Always” should be selected

Now click the “Calculate keyword density” button to run this tool.

The screenshot shows a web form titled "MAIN INFORMATIONS:". It includes a text input for "Page URL:", three checked checkboxes for "Include page TITLE", "Include DESCRIPTION meta tag", and "Include KEYWORDS meta tag", a dropdown menu for "ALT contents" set to "Include always", and a text input for "Include words with at least:" set to "2" characters. Below this is a section titled "STOP WORDS:" with a checkbox for "Exclude following words:" and a list of common stop words. There are two more text input fields for excluding words from a file and a list, and a "Calculate keyword density" button at the bottom.

Here is what the results look like when I run this tool on www.GoogleMoneyPro.com:

Analysis of page: www.googlemoneypro.com

Words: 129, Count: 634			Phrases: 76, Count: 204			Phrases: 27, Count: 62		
Word	Count	Density	2 Words	Count	Density	3 Words	Count	Density
google	26	4.1%	google money	8	3.92%	google money pro	8	12.9%
you	25	3.94%	money pro	8	3.92%	advertising with google	3	4.84%
of	24	3.79%	all of	7	3.43%	all of the	3	4.84%
to	22	3.47%	google adwords	6	2.94%	in google money	2	3.23%
and	22	3.47%	with google	6	2.94%	for this website	2	3.23%
this	18	2.84%	of the	5	2.45%	guide you will	2	3.23%
website	12	1.89%	if you	4	1.96%	all of this	2	3.23%
is	12	1.89%	this website	4	1.96%	thousands of dollars	2	3.23%
the	11	1.74%	people who	4	1.96%	of dollars every	2	3.23%
my	11	1.74%	screen shot	4	1.96%	affiliate marketing and	2	3.23%
advertising	11	1.74%	advertising with	4	1.96%	this website during	2	3.23%
for	10	1.58%	that month	4	1.96%	of this information	2	3.23%
money	10	1.58%	affiliate marketing	4	1.96%	website during that	2	3.23%
with	9	1.42%						

Some things you should notice:

1. Look at the word count in the top left corner of the results. You will see something that says “Words: ###, Count: ###”. You will want the “Count” to be at least 150 – 250. In the example above, the count is 634 words.
2. Look at the phrase results. You will want the webpage to have at least 2-5% keyword density. To find this out, think of two words and three words that best describe the website. For GoogleMoneyPro.com, the main thing I offer is advertising with Google AdWords. Now I look for the phrases which closely match the short description I just came up with and look for their density. In the results I see the phrase “Advertising with Google” has a 4.84% density, and the phrase “Google AdWords” has a 2.94% density. These are both very good percentages and means that googlemoneypro.com contains relevant keywords (which Google rewards by increasing the quality score).

Websites that have AdSense advertisements on them – AdSense advertisements look like the screenshot below this paragraph. Google doesn't consider a website in AdWords high quality if it contains several AdSense advertisements. You should also avoid advertising for websites which display Yahoo's advertisements. They look almost identical to Google's, but say Yahoo instead.

[Free List of Paid Surveys](#)

Want to take paid surveys for cash? Free list of online paid surveys!

www.SurveyPayday.com

[Are You Kidding Me?](#)

Here's how to tell the legitimate Paid Survey sites from the scams.

www.TopSiteReviews.info

[Work From Home Surveys](#)

Earn Cash, Prizes & More For Taking Surveys Online. Join For Free Now!

PaidSurveys.com

[Ads by Goooooogle](#)

Websites that are already being heavily advertised – Don't promote websites with tons of affiliates already promoting them. Chances are that these affiliates are already advertising on Google or have already tried to Advertise on Google. I personally avoid advertising websites with a gravity higher than 40.

Websites with duplicate content on each page – Don't promote websites that have very few pages or have duplicate content on each page. This means websites that have links to other pages and instead of going to a different page, re-direct you to the same page you are on. Also, try to find webpages with more than just 1 page. Google will give the webpage a higher content score if it has several pages.

Websites that force you to sign up for something – This includes websites that force their visitors to give their email address before they can continue to another page. You can promote websites that ask the user to sign up for a mailing list, but don't promote the websites that require it before continuing.

Websites without a Privacy Policy – Google favors websites that have a Privacy Policy (or a Terms of Service). This link is usually near the bottom of the page and is a small text link. This isn't too common for most webpages, so if the webpage doesn't have this, don't worry too much. But you should still look for it and favor websites that contain it.

Websites that are confusing or tricky – If the website is confusing to you, then don't promote it. Make sure the website has clear information and contains an easy way for you to navigate the website. This can either be by a site map, or if the website is small enough it can have links to each of the pages at the bottom of every page. Try to avoid webpages where the only way you can get to the previous page is to click the back button.

Websites that are Borderline Illegal

Don't advertise for websites where you find yourself asking "Is this product legal?". Some of these sites include cable descramblers, P2P sites or programs, and products that are rip offs. You will also want to avoid websites that allow you to

download unlimited music, songs, videos, movies, games, etc. These sites are very popular, but Google doesn't allow anyone to advertise these sites on AdWords.

Other factors you want to avoid – This includes misspelled words, pictures that don't appear, websites contradicting themselves, etc. Also, try to avoid websites that rely very heavily on Flash presentations. If you don't know what this is, don't worry about it because most affiliate pages don't use heavy amounts of it.

Website Owners and Advertisers with Landing Pages...

If you want your website to receive the highest amount of traffic, with the lowest possible keyword bids, you need to apply as much information in following list to your webpage as possible. All of the information in this list will increase the Content and Quality score of your website. If your website does all of the following then Google will recognize your site as being very important and informative and will not require you to increase your bids to a ridiculous amount.

Your Website Should:

Have at least 150-250 keywords on your landing page – Have at least this amount, it is okay if you have more. If your website contains a large amount of keywords, make sure your keywords are relevant by using the keyword density tool.

Have a Privacy Policy – Try to add a Privacy Policy or a Terms of Service page to your website. They don't have to be extremely specific and detailed, just create a basic one. If you don't know what a Privacy Policy is or if you don't know how to create one, just do a search on Google for "Privacy Policy Example" and model yours after the example.

Don't duplicate other websites – Don't simply copy the merchants HTML and put it on a different domain name. This will give you a low content and quality score. Instead try to make a unique landing page or review site linking to your affiliate hoplink.

Provide information without requiring people to register – Don't force people to give their name and email address before continuing to another page. Instead make the email sign up an option, and give a link to the other page.

Give examples and demos of what you offer – Google really likes it and thinks your website is professional if you show the visitors exactly what you offer in a proof or in an example.

Openly describe your business – On the contact us page or on an About Us page, describe what your business is and what it does. List the goals and contact information of your business.

Tell your visitors how they can contact you – Some people don't list any form of contact at all. If you don't want to offer your phone number and address, you should at least tell them your name and give them an email address to contact you by.

Make your site easy to navigate – You do not want to have a website that only has one link to get to each page. If you have a large website, add a site map to your webpage. If you have a small website, add the links to each webpage at the bottom of each page.

Watch out for Sponsored links – Don't put any sponsored links such as Google AdSense or Yahoo related advertisements on your landing page. If you do have sponsored links on your landing page make sure they are clearly marked as "Sponsored Links".

Don't display important information in images – Use text instead of images to display important information. Google can't read the text in images.

Make sure your TITLE and ALT tags are descriptive – Don't use the same title for each page on your website. Make each title unique to the webpage. Also, make sure your important images (such as buttons, logos, etc) contain an ALT tag which further describes the image.

Avoid poor HTML and broken links – This can quickly lower the quality of your site, so make sure your HTML is properly written and be certain that there are no broken links on your website.

Try not to use dynamic pages – Dynamic pages are webpages that use the “?” or the “&id=” in the URL. Spiders have trouble following these pages, so try to only use Static pages.

Don't put too many links on one page – Don't put more than 90 links on one page. If you have that many links, make a site map page and break it up into categories.

Search Spider viewing problems – Remember that not all search spiders can view JavaScript, Cookies, DHTML, or Flash. Also, don't try to track or block spiders on your webpage.

Make your webpage people friendly, not Spider friendly – Don't use cloaking techniques or other tricks that make spiders think your webpage is perfect. Remember, Google uses both Spiders and people to review websites.

Don't participate with link programs – Don't use services from websites that will increase the number of links coming to your website.

Avoid Google management programs – Don't use computer programs that automatically submit your website(s) to Google search, and don't use programs that find your position in Google. These violate Google's Terms of Service.

Don't hide text or links – Don't make your text the same color as your background color or hide it behind pictures. Do this and Google may think you are spamming. Also, don't hide links behind pictures or tables.

Don't re-direct visitors – Don't redirect people from your destination URL to a different landing page. If you must redirect information, use a 301 redirect.

Don't mention irrelevant things on your landing page – This can confuse the Search Spider, which lowers your content and quality rating. An example of this would be people who use personal stories to sell their product.

Make your images unique – Don't name your pictures confusing things like “img903848023_b.gif”. Instead name the image “download_button_large.gif”.

Use ALT tags for images – Make an ALT tag for your important images to further help the Spider to understand the meaning of the image.

Make the text in your website descriptive – Use descriptive words and phrases in your webpage. Don't use the same words over and over. If a keyword has too high of a density level, then Google may think you are trying to spam.

Use the keyword density tool – Try to get your important keywords or key phrases to have a density level of 2-5% in your landing page.

If you want to go all out, and have the best possible quality score and content rating for your website then I recommend that you do the following, as both will increase the importance of your webpage to Google.

Make unique landing pages that contain the keyword in the URL – In this guide I mention how you should put similar keywords into different AdGroups, so that you can include the keyword(s) in your text advertisement to receive the highest CTR possible. For this you will first need to go to one of your AdGroups (or think of a new AdGroup) and get a common keyword that fits almost every keyword in the AdGroup. Lets say the AdGroup is HP Printer Cartridges. If that's the case, then do the following:

Make a unique landing page that contains that phrase in the URL. So if your original landing page was "index.htm" make your new landing page "hp-printer-cartridges-index.htm".

Now, you can either use that URL for the AdGroup "HP Printer Cartridges" or you can make your URL even more targeted.

To make your URL even more targeted, make a new directory (new folder) and name it the phrase you came up with above. So for the example, I will name this folder "hp-printer-cartridges". Now, you should move your new landing page and any images associated with your landing page into this folder. When you are done, you should upload the whole folder and its contents to your web host. Now your new destination URL should look like "http://www.examplewebpage.com/hp-printer-cartridges/hp-printer-cartridges-index.htm".

Why should you do this?

If you do this, then Google will look and see that "HP Printer Cartridges" is mentioned twice in the URL, and that the phrase "hp printer cartridges" is included in many of the keywords in your AdGroup. So Google will look at both of these

factors and will think that your website is dealing strictly with HP Printer Cartridges. This will give your website a very high quality score and content rating.

Including the keyword in your title – So now to take it one step further, you will completely convince Google that your website is relevant. You can do this by adding that phrase into the title of your landing page. So if your title was “Cheap online printing ink”, you should now make it “HP Printer Cartridges – Printing Ink”.

This is as far as you can go when you are increasing the content of your webpage. If you do what I mentioned above, then you will have zero keywords that are marked inactive for search.

Wow, that’s a lot of things I need to do...

I am sure that is what almost all of you are thinking. In fact you were probably thinking “He just wants us to create a perfect webpage”, which is exactly what Google is looking for. If you follow even 80-90% of what I mentioned above, you will have 80-90% less inactive keywords and your bids will be dropped dramatically.

I recommend watching the following video from Google that explains how to optimize your website for Google AdWords.

[Google Video – Preparing to Optimize Your Website](#)



[Google Video – Choosing Landing Pages](#)



[Google Video – Optimizing Account with Low Quality Score](#)



[Google Video – Optimizing Strong Account](#)



Selecting Keywords

Some of you may be wondering “is there a shortcut to find keywords that are going to be active for search without me forcing them to have a high relevancy?”. If you have asked yourself that, then I have some good news because there is an easy way for you to find relevant keywords for your website without having to change your website at all. This technique is great for website owners but it is perfect for affiliates that don’t own a webpage of their own.

We all know that Google has a certain way that they determine what keywords are relevant or not relevant for your website, so why not just have Google tell you what keywords to use.

You may have not realized it, but Google will tell you what keywords to use and those keywords will not be inactive for search. Here’s how you find these keywords.

1. Go to [Google's Keyword Research Tool](#) and click on the “Website Content” section.
2. Now enter the main address of the website you’re advertising for (this would be the address you have in your display URL in your advertisements).
3. Click on the “Get Keywords” button
4. All of the keywords listed below are keywords Google has found to be extremely relevant to your website and these keywords will have a lower bid and almost all of these keywords will be active for search.

Want more keywords because this list was too small? No problem! Just do the following:

Take the first keyword that was in the list Google gave you and click on the link titled “Keyword Variation” in Google’s Keyword Tool. Enter this keyword into the text box titled “Enter one keyword or phrase per line” and then hit the “Get More Keywords” button. Add all of the relevant keywords to your keyword list on the right side of the page. Repeat this with the second keyword in your keyword list, then your third keyword, and so on until you have a very large keyword list.

Want even more keywords? Just do the following:

Do the exact same thing mentioned above, but this time only enter the keywords you haven’t researched yet (use the keyword you found in the step before this one). Then add these keywords to your list and keep doing this until you’re satisfied with the number of keywords you have.

So why should you find keywords this way? Well since Google is looking for relevant keywords for your website, it is best that you start your keyword list by using only keywords Google thinks are relevant to your website. Then to find more

relevant keywords, do keyword research on the already relevant keywords to find similar keywords for your list.

When you are done simply download the list and save it to your computer before you add these keywords to your adgroups. Remember to try to group these keywords as well as possible.

Writing a Well Targeted Text Ad

Yes, Google also wants you to have a well targeted and relevant text ad. If you have this then Google will raise your quality score. Here's how to get a relevant text ad:

1. Google looks at three things to determine relevance and these three things are your keyword, text ad, and landing page. If all of these are relevant to each other then you will have a good relevancy score, which increases your quality score.
2. To get your keyword and your text ad relevant to each other, simply include the keyword in your text advertisement.
3. To get your keyword and your landing page relevant to each other, see if the keyword appears in the landing page's text. If it does then your keyword will be relevant to your landing page and since your text ad also contains the keyword your text ad will be relevant to your landing page.

If your keyword is not found in your landing page you will need to have some type of connection between your landing page and your text ad. To do this, do the following:

1. Use the keyword density tool mentioned earlier in this guide to find and list all of the keywords that are found on the landing page.
2. Find a keyword or keyphrase that has a high density and put this somewhere in the description of your text ad.

Doing this will allow Google to find a connection between your landing page and your text ad.

Fixing Inactive for Search

How exactly do you use the information in this guide to fix your inactive for search keywords?

Fixing Inactive for Search if You're an Affiliate

If you're an affiliate without a webpage it will be a little bit more difficult for you to have a perfect keyword list where none of the keywords are inactive for search.

But here's what to do to make sure a large majority of your keywords are active for search.

- Use the Finding Keyword's techniques I mentioned above to find the keywords that will most likely be active for search.
- Make sure you don't over bid on your keywords. I never bid more than \$0.20 per click 95% of the time. I set all of my bids to \$0.05 per click and then I gradually raise them until I reach the most I'm willing to pay which is usually \$0.15-\$0.20 per click.
- Try to have a high CTR. If you're having trouble, then I recommend using Dynamic Keyword Insertion.
- If you do find that you're having to use high bids for your search network keywords, then change your Campaign Settings to allow different bids for content network and the search network. This way you can lower your bids on the Content Network so you're not begin charged large bid prices for both the search and content networks.

Fixing Inactive for Search if You Own A Website or if You're an Affiliate that Owns a Website

If you own the website you're advertising on then you have a little bit more of an advantage because you can simply create new landing pages for each adgroup that is relevant to that AdGroup. This lets you choose the keywords you want because you can simply make them relevant.

To do this use the techniques in the section of the guide titled "What Website Owners & Landing Pages Need to Do".

Don't forget to also use these same techniques:

- Use the Finding Keyword's techniques I mentioned above to find the keywords that will most likely be active for search.
- Make sure you don't over bid on your keywords. I never bid more than \$0.20 per click 95% of the time. I set all of my bids to \$0.05 per click and then I gradually raise them until I reach the most I'm willing to pay which is usually \$0.15-\$0.20 per click.
- Try to have a high CTR. If you're having trouble, then I recommend using Dynamic Keyword Insertion.
- If you do find that you're having to use high bids for your search network keywords, then change your Campaign Settings to allow different bids for content network and the search network. This way you can lower your bids on the Content Network so you're not begin charged large bid prices for both the search and content networks.

Other Areas of Interest

Unlimited AdWords Vouchers...

Many people are trying to cut advertising costs to increase their profits with PPC advertising. Google is a little bit harder to do this with, but still people attempt to get free advertising from them. As you may already know, Google (as well as many other PPC search engines) gives free advertising vouchers out to attract business and new customers. These advertising vouchers will give you \$25-\$100 in free advertising for your Google AdWords account. The only catch is that your account has to be new and can't be over two weeks old.

You may have heard of people receiving Unlimited AdWords Vouchers on Google. If you have, here is what they are doing. First they set up a new Google account and then apply the advertising voucher to it, then they advertise until their free advertising credits have been spent and they create another Google account and do the same thing there. The idea is that you keep doing this to get infinite advertising on Google for free.

Here's the problem with doing this. Google is very intolerant of people trying to cheat them, and Google also closely monitors who uses free advertising credits. If you use this technique, Google will catch you and they will ban you for life. This means you will never be able to advertise on Google again. My guess is that this technique used to work, but now it's very risky to try it.

You will see people trying to sell books and vouchers that claim you can get free advertising for life. If you see any of them, this is what they're talking about. They will try to convince you that it's perfectly safe and you won't get caught, but you will.

Google AdSense...

A lot of people get Google AdWords and Google AdSense confused with each other. I have even see reviews for Google Money Pro online telling how it was a good Google AdSense book. You should know what Google AdWords is by now if you have read this far into the guide, but you may or may not know what Google AdSense is.

Google AdSense is a program that Google has where they pay webpage and website owners to put Google AdWords advertisements on their website. Each time someone clicks on the Google AdWords advertisements, the owner of the webpage will get paid a few cents. This is where a majority of the traffic in contextual advertising comes from.

If you're interested in learning more information about Google AdSense, go to the following website:

<https://www.google.com/adsense/>

Profitable Vs Unprofitable

Some of you may think that you can spot out a profitable campaign fairly easily, but just to make sure I'm going to show you what to look for in a profitable campaign.

Profitable Campaigns/AdGroups contain the following:

- Low minimum bids
- High click through rates
- A lot of clicks from the search network
- A lot of clicks from the content network
- High quality scores

Of course you will also need to watch your sales rates and refund rates.

Unprofitable campaigns contain just the opposite of the profitable campaigns which include:

- High bids
- Inactive for search keywords
- Very little clicks from the search network
- Low amounts of clicks from the content network
- Low quality score
- Very few sales with high refunds

Spreadsheets & Worksheets

Many people have asked me what I do to manage my Google accounts performance and my affiliate sales. The short answer is that I use excel worksheets because I haven't found anything that can really organize and show me what campaigns and ClickBank products are performing the best. So, I'm including a link below that you can download these spreadsheets to your computer so you too can use them.

[Click Here to Download These Spreadsheets](#)

Google's Contact Information

Some of you may have noticed that it can be difficult to get support from Google. In Google AdWords, Google only gives you the option of emailing them to get support or help, and most of their email replies seem robotic and very vague.

So what's the best way to contact Google AdWords?

You should call them! Google doesn't give out this phone number...for some unknown reason, but their phone support is above excellent. Anyway, if you ever hear people talk about having a personal Google Rep, this is the phone number they are talking about:

1-866-2-Google

My Views on the Future of PPC Advertising & Internet Marketing

I still believe with 100% certainty that internet marketing or having an internet business is one of the best business types around. This is because you make money twenty-four seven, you only need one employee, you can beat major companies in competition, and there's no limit to the amount of money you can make.

Pay per click advertising has gotten a little bit more difficult than it has in the past, but there's two ways you can look at this. One way is that it's too difficult to do and your going to give up on an amazing opportunity. The other way is to learn the changes and to find a way to take advantage of PPC while everyone else is still complaining about it being more difficult. In my opinion pay per click advertising and internet marketing are way easier to do than just about any other job. I would gladly take ten stressful days in internet marketing over 300 stressful days in a real life day to day job.

I see pay per click advertising and internet marketing only expanding to be more and more popular as time goes on. The internet is still very young, and let's face it...not many people have reached the point of being completely computer savvy yet and won't even venture into an internet job for several more years. For those of you who have already made the first step into internet marketing congratulations for making a wise decision. You are already ahead of everyone else who has started internet marketing since the time you purchased this book. If you stay with internet marketing, you will succeed. It's not the stock market where there's a chance at succeeding, everyone in internet marketing can succeed. All it takes is experience and time.

You may feel a bit lost now, maybe you don't know how to pick the right website just yet or you're a little confused on creating a keyword list. If you keep at it, what do you think you'll be confused with a year from now? It may be whether or not you should work from home or get an office and hire an employee, or which joint venture program you will go in with, but it definitely will not be how to generate a keyword list. The first month or two of internet marketing is the hardest, because you're having to learn it from start, but it will get easier as you go along...a lot easier.

If you think this is too confusing for you and you want to give up, just think about this. Think about the biggest store in your city or town and think of where it's located. It's probably next to a major road where thousands and thousands of people see it every day. Think of how many people go inside that store to look around and how many of those people actually buy something. Now imagine if that same store was within walking distance of everyone in the world, but it never had any lines to wait in, and it never closes. Imagine how much more money that store would make.

You probably think this is impossible. Well let's look at internet marketing. If you had an internet business, wouldn't it just be a walk away from everyone in the world. Walk to the closest computer and visit the webpage, you can't beat that location. There's no queue for your webpage in order for someone to purchase something, I've had five people purchase something from the same webpage at the same minute. Do you need to close a webpage when you go asleep? Do you ever see Google, Amazon, Ebay, or MySpace close? What about the traffic? If you use the techniques in this book you will not have to worry about that. Remember above I said that store probably has thousands and thousands of people passing the store every day? I have a webpage where over 3 Million people see my advertisement each day, and 30,000 people actually browse my webpage to make a purchase. Now, if you're still sure you want to give up on internet marketing just look at what you're giving up. You're giving up the possibility to have a store walking distance from everyone in the world, it never closes, needs one employee, 3,000,000 people see it every day, 30,000 people browse around each day, and there are no lines. You're giving this up to go work somewhere else, most likely for someone else to make your boss more money. If you do decide to give up, mark the date you give up and one year later on that date think of where you would be if you decided to stay with internet marketing.

Dirty Tricks and Advertising Techniques

You can't be in the internet marketing business for as long as I have without learning a few things that are mean, cruel, and can make you more money. Please note that just because I know of these things, it doesn't mean that I actually use them.

Scaring & Stealing Your Competitions Customers

Have a competitor that has contextual advertising on their website? Well if you want to steal their customers you can do so by creating a Site Targeted advertising campaign with AdWords. Then simply tell Google that you want to only advertise on your competitor's website. Once you've accomplished this you can create a text advertisement that scares the customer away from your competitor's products. For example if your competitor's website was Example123.com then your text advertisement could be something like:

[Warning – Example123.com](#)

Don't Buy Overpriced Products Here
Get them 50% Off At This Site!

Creating Perfect Text Ads with Zero Effort

We all know that a perfect text ad can be the difference from success and failure. You should also know that you can see everyone else's text ads when you do a search for certain keywords. If you want a high performing text ad you can simply copy another advertiser's text ad that's in the number 1,2, or 3 position. Better yet you can copy their text ad and make yours seem better. For example if their text ad said the following:

[Dog Training Secrets](#)

Learn how to train any dog the right
Way as quickly as possible!

You can spice your text ad up and make it more appealing by adding a few small things and have your text ad look like the following:

[New – Dog Training Secrets](#)

Learn How to Correctly Train Any Dog
Breed Quick & Easy! Guaranteed

My Formula for Success

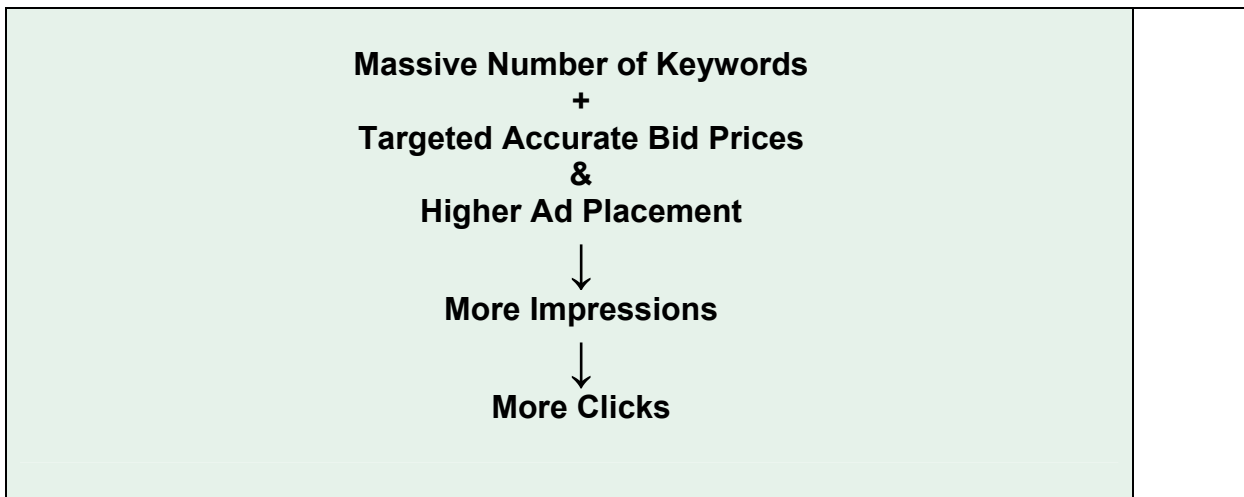
Now that you have read this entire guide, you will be able to completely understand my formula. I have described in great detail above how to apply every piece of this formula to your AdWords account.

Here's my formula for success on Google AdWords:

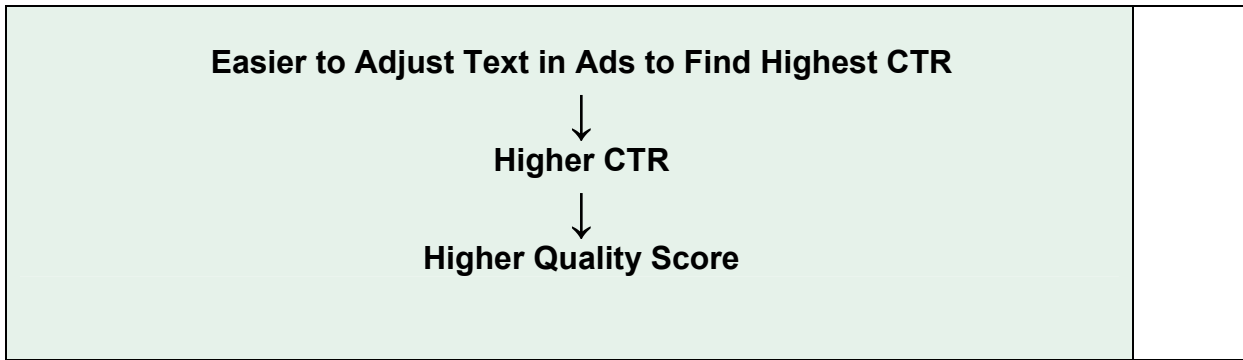
Massive Number of Keywords + Targeted Accurate Individual Bid Prices + Higher Ad Placement = More Impressions -> More Clicks = Easier to Find High CTR Text Ads -> Higher CTR = Higher Quality Score -> Higher Position + Higher Content Advertising Traffic + Lower Average Bid Price = Massive Traffic + Lower Costs = More Sales with Higher Profit

If you can't understand this, replace the arrow "->" with "which gives you".

I have broken this formula down even further on the next few pages. I have even put the pages numbers next to each step so you can review that step easier. You will notice that some steps will not have a page number next to them. These are the steps which should automatically happen if you do the previous step correctly. I do not recommend just skipping to this section of the guide and only applying these steps to your Google Account. You should apply everything in this guide to your account so you can bring in as many sales as possible.



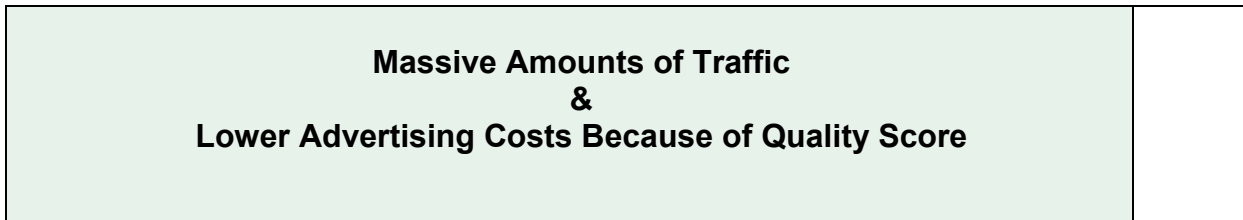
Which Makes It



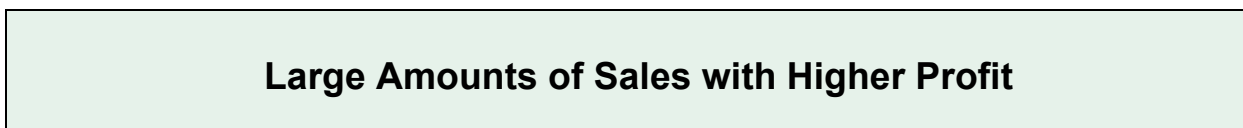
Which Gives You



Which Gives You



Which Gives You



Getting this formula to work can be hard in the very beginning, but it will get easier as you go along. Please note that you will need to start at the very beginning to get this to work, and the more keywords you have the better this formula works.

Again, I CANNOT stress enough the importance of the first part of this formula. This formula will not work if you do not have a large amount of keywords.

15. **13.** **14.**

15. **13.** **14.** **9.** New! [Enter a backup credit card](#) to help ensure continuous delivery of your ads, even if your primary payment method fails. [Learn more](#)

9. The keywords in your account are nearing an unmanageable size. We recommend that you reduce the number of keywords within your account. This will ensure that your account includes the most targeted and relevant keywords possible. Use our [Find and Edit Keywords Tool](#) to identify poor performing keywords within your account (such as keywords with few or zero impressions) and delete them.

All Campaigns

1. **2.**

+ Create a new campaign: [keyword-targeted](#) | [site-targeted](#) **[?]**

Jan 2, 2006

16.

AdWords 3.		Cross-Channel 4.										
<input type="button" value="Pause"/> <input type="button" value="Resume"/> <input type="button" value="Delete"/> <input type="button" value="Edit Settings"/>		<input type="button" value="Show all campaigns"/>										
<input type="checkbox"/>	Campaign Name	Current Status	Current Budget [?]	Clicks 19.	Impr. 5.	CTR 6.	Avg. CPC 7.	Avg. CPM 8.	Cost	Conv. Rate 20.	Cost/Conv.	
<input type="checkbox"/>		Active 17.	\$1,000.00 / day 18.	5,408	606,678	0.8%	\$0.08	-	\$415.07	1.95%	\$3.95	
<input type="checkbox"/>		Active 2 Ad Groups Paused	\$1,000.00 / day	3,443	477,276	0.7%	\$0.09	-	\$301.28	1.74%	\$5.01	
<input type="checkbox"/>		Active	\$1,000.00 / day	1,489	98,119	1.5%	\$0.06	-	\$91.32	1.41%	\$4.35	
<input type="checkbox"/>		Active 1 Ad Groups Paused	\$830.00 / day	1,046	148,542	0.7%	\$0.11	-	\$115.27	2.02%	\$5.46	
<input type="checkbox"/>		Active	\$70.00 / day	313	57,789	0.5%	\$0.08	-	\$25.62	0.64%	\$12.81	
<input type="checkbox"/>		Active 11 Ad Groups Paused	\$800.00 / day	175	48,259	0.3%	\$0.08	-	\$13.78	2.29%	\$3.45	
<input type="checkbox"/>		Active	\$20.00 / day	166	11,988	1.3%	\$0.05	-	\$8.97	0.00%	\$0.00	
<input type="checkbox"/>		Active	\$125.00 / day	27	9,198	0.2%	-	\$0.25	\$2.30	0.00%	\$0.00	
<input type="checkbox"/>		Active 3 Ad Groups Paused	\$500.00 / day	11	2,128	0.5%	\$0.07	-	\$0.73	0.00%	\$0.00	
<input type="checkbox"/>		Active 2 Ad Groups Paused	\$25.00 / day	0	0	-	-	-	\$0.00	0.00%	\$0.00	
<input type="checkbox"/>		Active 1 Ad Groups Paused	\$20.00 / day	0	0	-	-	-	\$0.00	0.00%	\$0.00	
<input type="checkbox"/>		Active	\$200.00 / day	0	0	-	-	-	\$0.00	0.00%	\$0.00	
<input type="checkbox"/>		Active 1 Ad Groups Paused	\$500.00 / day	0	0	-	-	-	\$0.00	0.00%	\$0.00	
- all 13 campaigns			\$6,090.00 / day active campaigns	12,078	1,459,977	0.8%	\$0.08	\$0.67	\$974.34	1.77%	\$4.57	

1. Allows you to create a new Keyword Targeted Campaign
2. Allows you to create a new Site Targeted Campaign
3. Displays your Google AdWords advertising statistics for the time frame specified.
4. Displays and tracks your advertising results for your websites that are on other search engines for the time frame specified.
5. Shows how many times your advertisement was displayed for the time frame specified.
6. Shows your Click Through Rate for the time frame specified.
7. Shows your average Cost Per Click for the time frame specified.
8. Shows your average Cost Per Thousand impressions for the time frame specified (this is only displayed if you have a site targeted ad running).
9. Displays Google AdWord messages.
10. Allows you to view performance reports for your campaigns.
11. Shows you in depth information about visitors and your website (you must own your own website and place a Google code inside your HTML code on all of your web pages to use this tool).
12. Allows you to edit your account information (ex. Username, email, address, billing information).
13. Allows you to use free tools to help increase your advertising performance.
14. Allows you to edit your conversion tracking information (you must own your own webpage to use conversion tracking and you will have to place a Google code into your HTML on your thank-you sales page).
15. Allows you to view the performance of all of your Google Campaigns.
16. Allows you to view the performance of your ads during a different time frame.
17. Displays the status of your campaigns and Ad Groups.
18. Shows you max daily budget for your Campaign.
19. Shows the clicks your campaigns have received for the time frame specified.
20. Displays the conversion rates for your websites (you must own your website and place a Google code in your HTML on your thank-you sales page for this to be displayed).

Internet Marketing Terms

ACPC – Average Cost Per Click also called Average CPC

AdGroup – This contains up to 2,000 keywords for the website you are advertising. You will find your AdGroups within your Campaigns. You adjust the text in your advertisements, maximum CPC, keyword lists, and destination URL's from your AdGroup.

AdWords – The pay per click advertising Google uses.

Affiliate Marketing – When someone advertises for another company online to receive a commission for each sale they make.

Affiliate Hoplink – The web address that ClickBank gives you that you advertise with. If you don't advertise using your affiliate hoplink, you will not get credit for any sales you generate. You should enter your affiliate hoplink into the destination URL of your text ad.

Campaign – This contains 1 or more AdGroups, you control your advertising locations, maximum daily budget, and a few other things for all of the AdGroups within that Campaign.

Click – When someone clicks on your advertisement with their mouse to view your webpage.

Conversion – A sale.

CTR – Click Through Rate – Number of people that click on your ad out of 100 or 1000 impressions.

CPC – Cost Per Click – Usually the average cost per click for all of your clicks.

CPM – Cost Per Thousand – Can be cost per thousand clicks or cost per thousand impressions.

Destination URL – This is the website where your Advertisement will send the web surfer to if they click on your ad. This should also be the special URL the company you're advertising for gave you.

Display URL – This is the website displayed in your text advertisement, and you will want to put the companies main web address right here. For example if you are advertising for Wal-Mart, you put www.walmart.com here, but you set your special URL as the Destination URL.

Gravity – A measurement used by ClickBank that tells you how many affiliates are currently selling a certain product. For example, if 40 affiliates have sold at least 1 product within the past pay period, the Gravity would be close to 40.

Impression – The number of times your advertisement is shown.

Keyword – A single word the web surfer types into a search engine to find results.

Key phrase – When more than one word is typed into a search engine to find results.

MCPC – Max Cost Per Click – Maximum you pay per click. Also called Max CPC.

Niche – An unknown or unadvertised website or keyword that has high traffic or a high conversion rate.

PPC – Pay Per Click – Search engines where you have to pay for each click.

Quality Score – A formula Google uses to determine the position of your ad and the amount of money you have to pay to keep your keyword(s) activated.

Query – Each time someone searches for something.

ROI – Return On Investment

SEO – Search Engine Optimization – When you optimize your site to make it easier to be listed in free search engines.

Search Engine Spider – Internet program that scans a website to determine keywords, size, relevance, etc.

Traffic – The amount of visitors to the website you own or are advertising for.