

AdWords Explained in 915 Words

Find Out What Separates the Men From the Boys in the Google AdWords Game

Thanks to an unexpected Amazon.com gift card from a consulting client, I've been reading Tim Ferriss' most recent book, *The Four Hour Chef*.

Now, honestly, I have no interest in learning how to cook. With two young kids and a wife who also works full-time, I feel just getting something edible on the table (as opposed to foraging in the meadow outside our house) is good enough at this stage in our lives.

But while the Four Hour Chef is about cooking, it's really not about cooking. What it's really about is how to learn any skill by boiling it down to its essentials so you can master it quickly and easily.

One of my favorite concepts in the book is the *One Pager*. The core concept behind a One-Pager is "to make something intimidating, unintimidating." Inspired by this idea, I decided to come up with a One-Pager of sorts for one of the more overwhelming and complicated topics I know about...Google AdWords.

There are fundamental ideas, key notions that Google wants you to understand – and getting a solid grasp on these concepts is what separates the men from the boys.

If you have these right, Google will literally reward you by giving you lower prices on clicks, and your customers will reward you by signing up for your services.

If you DON'T have these right, you'll pay way too much for clicks, your competitors will eat you up, and your whole Google experience will be very, very unpleasant.

So, here's my how-to of Google AdWords strategy distilled down from eight years of AdWords experience to 915 words. Here goes ...

AdWords In 915 Words

Set Your Goals

Know specifically what you're looking to achieve with your campaign. Is it a specific number of leads per month? Do you want phone calls, newsletter signups, or clients? Is there a certain cost per conversion you want to achieve?

Understand your goals first because they'll affect how you set up and manage your campaign.

Do Your Research

This is where most of your time is spent when working on a new campaign. Here are the 3 types of research to do:

1. **Keyword Research** – Use keyword tools to find the most relevant keywords people are typing into the search engines to find your product/service/company. Plan to spend at least a few hours on this...it's the foundation of your campaign.

Ask, "What are people typing into the Google search bar to find me? Or the services I offer?"

2. **Competitive Research** – Study the companies bidding on these keywords in AdWords. See who consistently is ranking at or near the top of the rankings (you can use a spy tool like iSpionage to help or just type a keyword into the Google search bar and take note of all the advertisers on every page – not complete, but good enough). Note their ad copy and offers. Visit their websites. Sign up for their mailing lists.
3. **Research Your Audience** – Where are customers buying and reviewing products/services/businesses like yours online? Read their reviews. What do they love/hate about your competition? What are the deep needs/desires they're looking to fulfill? What emotions are they expressing? While researching them, look for great quotes you can use for ad copy.

It's All About the Landing Page/Offer

An irresistible offer on your landing page will overcome a lot of other deficiencies in your AdWords campaign. During your research you saw exactly what all your top competitors are offering. How can you offer something unique/different/better?

Use Exact Match Keywords

When first starting out with AdWords, keep your keyword list very small (5 – 10 keywords) and very focused (the ones people ready to buy are most likely typing into Google). Add all these keywords to your campaign as Exact Match

keywords (meaning your ads will only be displayed when someone types that exact term into Google).

This ensures your ads only show up for the most relevant search queries and not for variations Google thinks are relevant, but aren't.

Over time, eliminate the keywords that aren't getting clicks/conversions and expand upon the ones that are.

For example, if "lawyer Austin" is working for you, add more Exact Match variations of it to the campaign. Do this by pairing the word "lawyer" with zip codes, nearby cities, and by using variations like "lawyers near Austin TX", "lawyers in Austin", etc.

Group Related Keywords Into Ad Groups

Each keyword in your campaign represents a conversation going on in the mind of your prospects. The more you can continue that conversation in your ads and landing pages, the more likely you'll get the conversion.

Ideally every keyword would be in its own ad group with unique ads that lead to a unique landing page. But that's not practical in most situations.

So group your keywords into tightly related ad groups based on the searcher's intent. For example, keywords that include "find", "top", "best", etc. represent people closer to the end of the buying cycle. The ads and landing pages for these keywords should be more focused on closing the sale.

Keywords that include "reviews", "information", "how to", etc. represent people still doing their homework so the ads and landing pages should be more educational in nature.

Segment It

Search Network traffic is different than Display Network traffic. Mobile traffic is different than traffic from Desktops/Laptops. Tablet traffic is yet another animal. Traffic from the U.S. is different than traffic from the U.K. Keywords that convert are much different than those that don't.

Segment the types of traffic that are most important to you out into their own campaigns. Give them their own budgets, landing pages, keywords, etc.

Go With Relevant, Unique, Proven Ads

Ad copy should:

1. Be highly relevant to the keywords they're being displayed for (including the exact terms when possible)
2. Stand out from the competition with different offers, benefits, etc.

3. Reflect the messaging/offer on your landing page(s).

And make your ads prove their worth. To do this, place at least 2 ads in each ad group and split test them. As a general rule of thumb, after each ad has at least 30 clicks, delete the lower performing ad and replace it with a new one.

Rinse and repeat this process over time and watch your Clickthrough rates and Quality Scores rise.

Track Conversions

Whatever the goals for your campaign, track your results.

Track downloads, newsletter signups, form fills, calls, sales, etc. with AdWords conversion tracking. If phone calls are what you're after, use a Call Tracking service.

Use AdWords, Analytics and/or Excel to compare your key conversion data with your goals on a regular basis and make the necessary adjustments to your campaign.

Mine the Data

You get data from AdWords you can't get anywhere else. Take advantage of it. Mine your keyword data to find keywords that are good candidates for Search Engine Optimization (SEO).

Test different messages, headlines and offers in your ads. When you find ones that people really respond to, test them on your landing pages and in other marketing media.

Used this way, AdWords can be the grease that lubes your entire marketing engine.

That's it. That's my One-Pager on the how-to of Google AdWords strategy. It's easy to get caught up in the more tactical/technical aspects of AdWords.

Don't sweat that stuff. Either learn the basics yourself or find someone who's familiar with that side of things to help. But keep in mind that that's the low value side of things and is not where the AdWords game is won or lost.

Instead, focus your attention on the strategic side of things laid out in the One-Pager above. Getting these things right is what separates an average AdWords campaign from a highly successful one.

Can We Help Your PPC Account?

If you're read this far, you're serious about your AdWords account and are probably struggling to maximize its performance. Am I right? Here's how we can help:

1. AdWords Account Audit

To help advertisers like your self navigate the turbulent AdWords waters is exactly why we do account audits. These audits are an extensive checklist that provides a "Second Opinion" or audit of your AdWords account that's different from anything else out there.

Imagine having a team of highly experienced pro's digging into your AdWords account and analyzing each and every aspect of it for performance and optimization.

If you've received this guide, we do a free, no obligation, no questions asked review of your AdWords account (*for clients we've pre-selected*) to see if we can actually help.

On this 30-minute call, we'll simply take a quick look at your campaigns, landing pages, etc. and give you our best recommendations on how to improve the account as a whole.

1. We'll let you know where you're bleeding money - *and where your competitors are probably doing the exact same thing.*
2. We'll uncover quick & easy action steps you can make immediately to improve your AdWords campaigns - *and I'll also suggest how to make the fixes mentioned above.*
3. We'll create a crystal clear vision. *You'll leave the call renewed, re-energized, and with more clarity about the direction you should be going with your marketing online.*

Simply fill out this form www.LocalBizROI.com to get started. This process is to give us some background about your company and AdWords campaigns.

2. Done-For-You AdWords Account Management

Many firms would rather just have highly professionals manage the account for them, a done-for-you service so that they can focus on what they do best – helping clients.

We are potentially seeking a partner in your area (we only work with one niche per geographic area so as our clients aren't competing against each other).

But no worries, we're not in the convincing game (because with our system and the results we get for our clients, we don't have to be) and won't try to sell you anything. We have a certain set of criteria for clients that we want to work with...

1. We want a firm that ALREADY:

- ✓ Knows Google AdWords will work well for them
- ✓ Is willing to put effort in on the front end
- ✓ Has an investment mindset
- ✓ Can scale their business
- ✓ Isn't afraid of paying for good service
- ✓ Not afraid to grow

Fill out an application form here – www.LocalBizROI.com or watch this webinar for more information - www.wordsthatclick.com/webinar-replay.

To a kick-ass AdWords account

Sincerely

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"I can't speak highly enough to the work that Adam Kreitman and Words That Click has done for me. He's helped me to take my expertise, create an information product from it, and bring it to the world via the internet. No longer do I have to trade my time for money, as I now have a product that, as Adam likes to say, creates SWISS money (Sales While I Sleep Soundly). If you have a need for internet marketing expertise, don't pass up the opportunity to work with Adam – you won't be disappointed!"

- Alex Curcuru
St Louis Tax Attorney at The Alexander Law Firm