

How to Maximize Your Profits From **Google AdWords**

Brought to you by **Derry Narro**

<http://AffiliateCashSecrets.com>

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Introduction

This is Derrick Van Dyke from Affiliate Cash Secrets. I created this special report to show you a simple and **effective**, system for maximizing your profits using Google AdWords to drive quality traffic to your website.

Pay per click is a simple concept: you write little ads to display on search engine results for specific keywords that you select. If you bid high enough, your ad will appear on the first page of the results. And since it's a bidding system, you only pay when someone clicks on your ad.

Google AdWords is one of the **fastest and cost-effective ways to promote any product**. You can literally start receiving quality, targeted visitors within 15 minutes from the time you enter your keywords!

The best way to ensure that you actually get the qualified and targeted click-through prospects and high conversion rates, is to understand and master how it works, functions and delivers results.

Here's what you're about to learn:

- How to set up and maximize profits from your Google AdWords account
- How to master and optimize your Google AdWords keywords and strategies
- How to avoid the pitfalls and mistakes that most marketers make
- How to make your bid-dollar count and get value from your advertising

Make your PPC (pay-per-click) campaigns come to life through the effective use of Google AdWords.

This report will help you get your AdWords account up and running as quickly as possible. So let's get started and make things happen for you.

The first thing you need to do is sign up at <http://AdWords.google.com>. Google has comprehensive tutorials and keyword search tools to get you up and running fast.

Your AdWords account includes your AdWords campaigns, billing history, and other information.

There are five steps to getting started with AdWords:

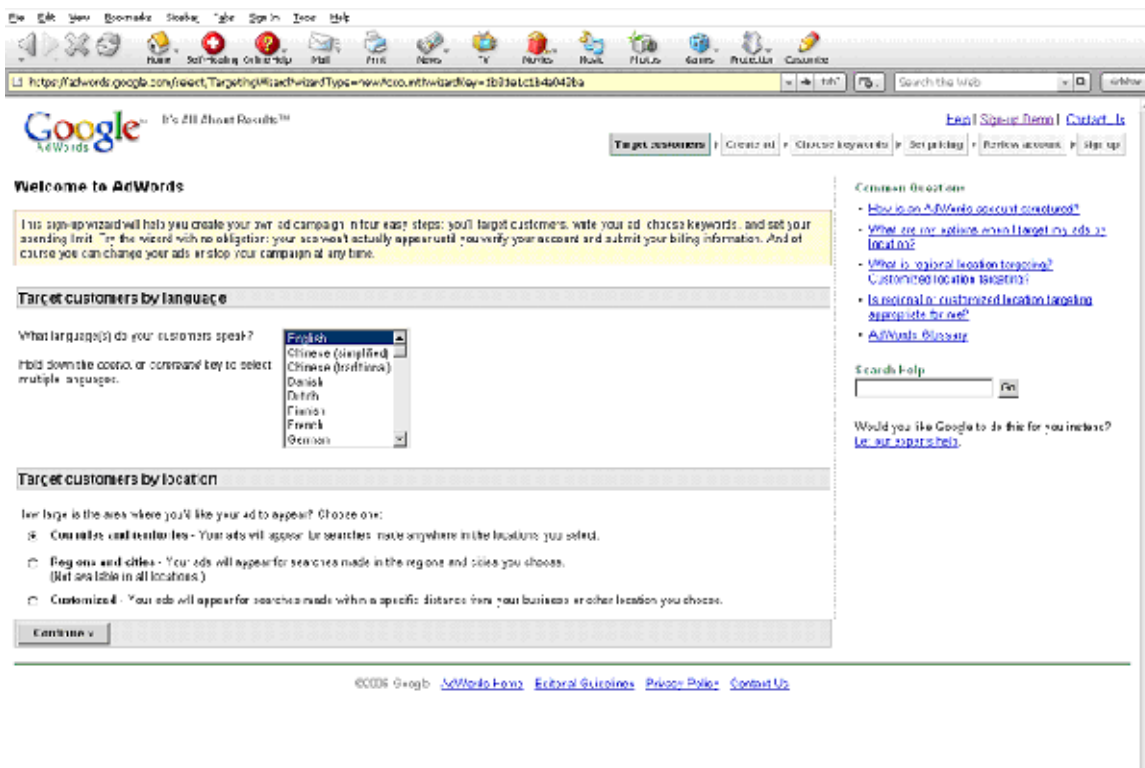
1. Set Up Your Account
2. Select Relevant Keywords
3. Create Keyword Groups
4. Write Ads for Each Group
5. Set Your Daily Budget

Step #1: Set Up Your Account



Follow these simple steps to get started:

- provide an e-mail address and password to use for this account
- name your first ad group or campaign – pick a name for the product or service you would like to advertise
- choose the target languages and locations



You can target your campaign by country, region, and city or even customize your search to your own specification and desire/parameters. You should consider doing separate ads for every target language, in the language of your prospective audience to optimize your results.

You are also in full editorial and managerial control of these settings and selections and can edit them anytime, according to your strategy and success-rates, CTR's and budget, costs, means or spend.

Step #2: Select Relevant Keywords



Next, you need to generate a list of keywords that are relevant to the product you are promoting. Google has a decent keyword research tool. You can also download [Good Keywords](#), which pulls results from Yahoo! (Overture).

However, if you want a comprehensive list of keywords, you'll need a research tool like [ClickAdEqualizer](#). This tool will generate a huge list of targeted keywords in seconds. It will also tell you exactly how many people are using those keywords and how much you will pay at several pay-per-click services, including Google AdWords.

Multiple search, sort, and saving features allow you to organize your keywords. You'll find up-to-the minute information on search frequency, competition, and bid price. Plus, [ClickAdEqualizer](#) will even find profitable products for you to promote!

You can expand your keyword list by using different permutations for each keyword:

Broad Match - This is the default option. If you include general keyword or keyword phrases such as *tennis shoes* in your keyword list, your ads will appear when a user's query contains *tennis* and *shoes*, in any order, and possibly along with other terms. Your ads will also automatically show for expanded matches, including plurals and relevant variations. Because broad matches are sometimes less targeted than exact or phrase matches, you should create keyword phrases containing at least two descriptive words each. Finally, keep in mind that other advertisers may have bid for the same broad-matched keyword combinations that trigger your ads, increasing your actual CPC amounts. Using exact, phrase, or negative matches can help you keep your costs low.

Phrase Match - If you enter your keyword in quotation marks, as in "*tennis shoes*," your ad will appear when a user searches on the phrase *tennis shoes*, in this order, and possibly with other terms in the query. For example, your ad will appear for the query *red tennis shoes* but not for *shoes for tennis*. Phrase matching is more targeted than broad matching, but slightly more flexible than exact matching. To ensure your ads are as targeted as they can be, you may want to include at least two descriptive words in your keyword phrases.

Exact Match - If you surround your keywords in brackets-such as [*tennis shoes*] - your ads will appear when users search for the specific phrase *tennis shoes*, in this order, and without any other terms in the query. For example, your ad won't show for the query *red tennis shoes*. Exact matching is the most targeted option. Although you won't receive as many impressions with exact matching, you'll likely enjoy the most clicks

Negative Keyword - If your keyword is *tennis shoes* and you add the negative keyword *-red*, your ad will not appear when a user searches on *red tennis shoes*. You can apply this option for a keyword at both the Ad Group and campaign level.

Step #3: Create Keyword Groups



Once you have your list of keywords, you'll need to break them down into target groups and create a separate ad for each group.

In order to maximize targeting, you must group your keywords together by similarity and create unique ads for each group.

Here is an illustrative example of what I mean by different ad groups:

Say for example you make a list of what people might be searching for (relating to a specific products or service)

- easy interior decorating
- interior decorating
- interior design
- interior decorating made easy
- making interior design easy
- interior design made easy

How would you divide these phrases into separate ad campaigns to optimize your click-through rate and increase your odds at success?

You would group them based on the root keyword so you can create specific ads for each group. In this case, the root keywords are interior design and interior decorating.

Group One	Group Two
<ul style="list-style-type: none">• interior decorating• easy interior decorating• interior decorating made easy	<ul style="list-style-type: none">• interior design• making interior design easy• interior design made easy

Why is it important to create separate ad groups and separate ad copy, for the different ways that searchers phrase their requests?

1. Your copy needs to match what people are actually searching for.
2. People are more likely to click on an ad with words matching their search query.
3. Google highlights matching keywords in your ad title in bold.

Too many keywords in one group make it difficult to monitor your campaign for click rates and overall budget.

Step #4: Write Ads for Each Group



Now you're going to create an ad for each keyword group that you created in step three. For the interior design group, you might create an ad like this:

Interior Design Plans

Easy **Interior Design** Software

See Examples. Try SmartDraw Free!

www.smartdraw.com

Notice how the specific keywords that people search for are bolded in this ad. That draws attention to the ad and makes it more likely to get clicks.

For each ad, you enter a display URL (what you want your prospect to see) and a destination URL (where you want your prospect to go).

Display URL - www.smartdraw.com

Destination URL – nickname.smartdraw.hop.clickbank.net

The screenshot shows the Google AdWords 'Create an ad' page. The browser address bar shows the URL: <https://adwords.google.com/select/CreateAdPWizard?pe=newAccount&wandkey=1b31e.c3b4d48ba>. The page title is 'It's All About Results™'. The main content area is titled 'Create an ad' and contains an example ad for 'Affiliate Marketing Works'. The ad text is: 'Affiliate Marketing Works', 'Online Marketing Campaign Champions', and 'Make every CTR count!'. The display URL is 'http://www.affiliatemarketingworks.com' and the destination URL is 'http://www.affiliatemarketingworks.com'. The form includes fields for 'Headline', 'Description line 1', 'Description line 2', 'Display URL', and 'Destination URL', each with a character count. There are 'Back', 'Reset Ad', and 'Continue' buttons at the bottom. The footer contains copyright information for 2006 Google and links to 'AdWords Home', 'Editorial Guidelines', 'Privacy Policy', and 'Contact Us'.

More Ad-Writing Tips

- You can only use 95 characters for your whole ad. Be creative, but brief.
- Try to capitalize the first letter of almost every word.
- Make your ad enticing to get people to click and find the answer.
- Include a call for action like “Read How” or “More Info.”
- Don't try to sell too much in your ads. Just focus on having your ad stand out.

Step #5: Set Your Daily Budget



What's your daily budget and how much can you afford to spend?

- Determine your set(s) of most highly targeted keywords.
- Calculate the estimated traffic and cost per click of each keyword.
- Multiply cost per click by estimated traffic

Overall cost and affordability can then be more manageable – giving you a better handle on the campaign itself.

How low/high should your daily budget be to start off?

Accurate budgeting is crucial, as it controls your spending. If your daily budget is \$5.00 and there are 30 days in a month, you'll never be charged more than \$150 in that month.

If the estimates seem somewhat high, you may have chosen keywords that are too broad or competitive.

Choose a currency

Pay for this account using: Canadian Dollars (CAD \$) [view payment options](#)
This determines only how you pay, not how you handle transactions with your customer.
Note: This setting can't be changed once you activate your account.

What is the most you would like to spend on average, per day?

The daily budget controls your costs. When the daily limit is reached, on average, your ad will stop showing for that day. (The budget controls the frequency of your ad, not its position.) Raise or lower your budget as often as you like.

Enter your daily budget: \$

What is the maximum you are willing to pay each time someone clicks on your ad?

You influence your ad's position by setting its maximum cost per click (CPC). The max CPC is the highest price you're willing to pay each time a user clicks on your ad. Your max CPC can be changed as often as you like.

Enter your maximum CPC: \$ (Minimum: \$0.01)
Higher CPCs lead to higher ad positions, which usually get more clicks.

Want to purchase the most clicks possible?

View [Learn bid strategy](#) - Enter a CPC and see the estimated rank, traffic, and costs for your keyword(s).

Tip: If you're unfamiliar with some of this terminology, take a look at our [Traffic Estimator glossary](#).

maximum CPC:

If you enter your own maximum CPC, use the bid cost to help determine your daily budget.
Estimates for the maximum CPC: \$1.10 (CAD)

Keywords	Avg. Position	Clicks / Day	Cost / Day	Avg. CPC	Status
Overall	19.7	25.9	\$2.07	\$0.84	-
affiliate	12.5	25.0	\$1.81	\$0.08	Active
affiliate marketing	24.1	2.5	\$0.22	\$0.09	Active
affiliate marketing programs	11.5	< 0.1	\$0.00	\$0.18	Active
affiliate programs	18.9	0.4	\$0.04	\$0.18	Active

Estimates for these keywords are based on a click-through rate for current ad formats. Some of the keywords shown are subject to review by Google and may not trigger.

“How to Maximize Your Profits from Google AdWords”

You can effectively lower your costs by choosing more specific keywords, as they are more likely to optimize your CTR (click-through rate).

Your ads won't start running until you activate your account by responding to an email that you will be receiving from Google. You can add, edit, de-activate, control and manage your ads at your discretion.

General Suggestions to Maximize Your traffic:

- Google has a rotating display process based on your budget. If you set your daily spend too low, your ad will not be displayed for every search.
- Your daily budget for a given keyword can be calculated by the number of searches per day times the minimum bid for that keyword.
- Google monitors your Click Through Rate (CTR) and may suspend your ad campaign if your CTR drops to low. Turn off content matching for each campaign to avoid this.

A Note About Affiliate Links:

Google's policy has changed regarding affiliate links in ads. Only one ad can be shown per keyword for a top-level domain. So unless you are bidding on unique keywords that no one else is using, you can't use an affiliate link in your ads to link direct to the merchant site. You need to create a landing page first where you pre-sell the prospect and link to the merchant site from there.

If you don't know the first thing about HTML, you can use this free Google AdWord landing page creator at <http://www.landingpagebuilder.com>

NOTE: Pre-selling is all about generating and capturing interest, providing information and education with a desire and call to action, resulting in a converted sale. Appropriate and effective targeting to the most carefully selected and specified target audience is essential. For more information on pre-selling your visitors with product reviews and viral ebooks, visit www.AffiliateCashSecrets.com

A final word...target to your most appropriate audience, with no expanded matches to optimize your relevant traffic and increase click-through and conversion rates.

Whatever you do, don't neglect this part of your campaign. It is one of the most important skills you need to learn.

To Your AdWords Success!

Derrick Van Dyke

P.S. Scroll down for recommended resources.

I Highly Recommend These Resources

- [Chris Carpenter's Google Cash](#)
This is the classic that started it all. And the new version comes with a 135-page manual, 24 online videos, and lots of great bonuses.
- [Greg Heslin's Google AdWords 1-2-3](#)
This 124-page manual takes a different direction from Google Cash focusing on markets instead of products. Both are essential reading.
- [Click Ad Equalizer](#)
If you want to become a super affiliate, get this software. It will help you find the most profitable keywords and products to promote.
- [HostGator](#)
Affordable and reliable hosting – and Cpanel, which a must for me...
- [Aweber](#)
The #1 autoresponder service on the Net. I wouldn't use anything else...simply because of their unsurpassable delivery rate.