



“The 10 Best Ways to Improve the Results of Your Google AdWords Ads.”

DISCLAIMER

The author has made every attempt to be as accurate and complete as possible in the creation of this publication/PDF, however he / she does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet. The author assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations other published materials are unintentional and used solely for educational purposes only.

This information is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised **to seek services of competent professionals in legal, business, accounting, and finance field**. No representation is made or implied that the reader will do as well from using the suggested techniques, strategies, methods, systems, or ideas; rather it is presented for news value only.

The author does not assume any responsibility or liability **whatsoever** for what you choose to do with this information. Use your own judgment. Consult appropriate professionals before starting a business. Any perceived remark, comment or use of organizations, people mentioned and any resemblance to characters living, dead or otherwise, real or fictitious does not mean that they support this content in any way.

There are no guarantees of income made, traffic delivered or other promises of any kind. Readers are cautioned to reply on their own judgment about their individual circumstances to act accordingly. By reading any document, the reader agrees that under no circumstances is the author responsible for any losses, direct or indirect, that are incurred as a result of use of the information contained within this document, including - but not limited to errors, omissions, or inaccuracies.

Google AdWords is a trademark of Google Inc. and the author is no way affiliated with or receives compensation from Google, Inc.

Contents

“The 10 Best Ways To Improve The Results Of Your Google AdWords Ads.”	1
DISCLAIMER	2
Introduction	4
Why Google AdWords?	5
AdWords To Enhance Your Marketing? Yes!.....	6
Why Most People Fail With AdWords.....	7
Ten Best Things	8
Number 10: Having Clear And Defined Goals For ROI.....	8
Number 9: Have Tight Targeted Niche Keywords.....	9
Number 8: Optimize Your Ad Benefit In Headlines.....	11
Number 7: Link A Google My Business Account If Possible	12
Number 6: Use Broad, Phrase And Exact Match Negative Keywords.....	13
Number 5: Test Ad Positions.....	14
Number 4: Know the Lifetime Value of Every Customer..	15
Number 3: Use Spyfu.Com To Outsmart Competitors....	16
Number 2: Increase Your PPC Budget To Grow Your Income.....	17
Number 1: Send Users to a Landing Page Specific To The Ad They Clicked On.....	18
Conclusion	20

Introduction

Improving your Google AdWords campaign(s) is like doubling even tripling your income; because once you are dialed in, AdWords can be one of the fastest ways to grow your business. Despite some of the big learning curve issues of AdWords, there are few platforms that can deliver the same power and control to PPC.

The real problem is, ***what exactly can you do to make this all happen faster and cheaper?*** What are some of the best ways top marketers have been able to improve on their current and future campaigns; that is, make even more money while spending less?

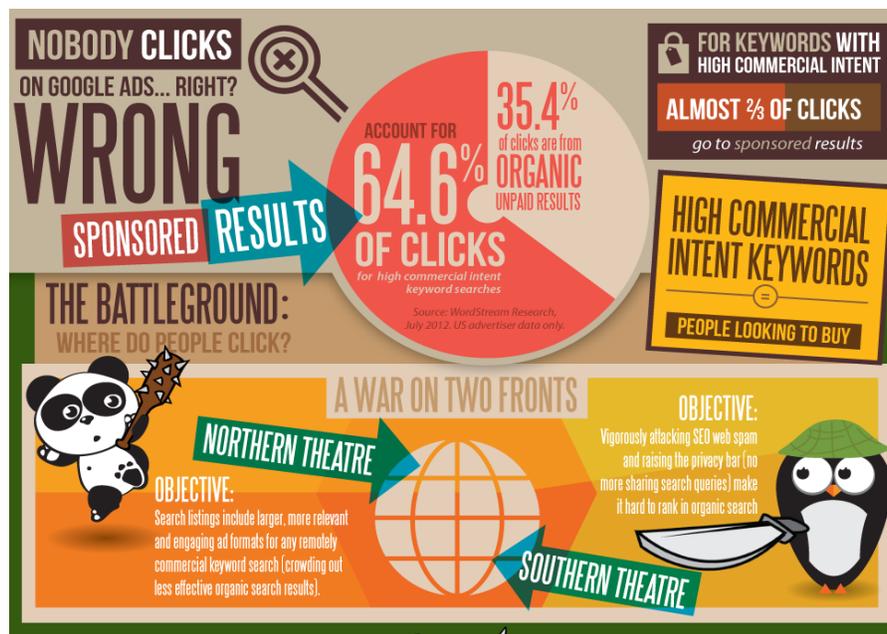
This is a serious question I set out to research for your benefit. I wanted to even the playing field for marketers so I included what I discovered are absolutely critical for your understanding and overall success with AdWords, things that most people seem to not know, forget about or ignore.

Inside this guide you will find what I believe are ten of the best tips for improving your campaign(s). Learn from these tips and begin to implement them and take AdWords from mediocre performance to real moneymaking success.

Why Google AdWords?

As a marketer I am sure you should have a good idea why AdWords is one of the best ways to expand your business. AdWords is **scalable, measurable** and over time, AdWords can perform significantly better than most SEO applications for ongoing conversions. These are real facts that every business should pay attention to and eventually use to grow.

I am not saying to exclude other forms of marketing; but to understand that AdWords plays a crucial role in the development and growth of your business is key before we move on:



Source: <http://www.wordstream.com/articles/google-ads>

AdWords To Enhance Your Marketing? Yes!

AdWords can also complement and enhance **all of your other marketing**. AdWords is designed to work with multi-channel marketing, something every business needs but few AdWords marketers realize. In fact if you are NOT familiar with this concept, I strongly recommend you have a look here because this is truly an amazing use of AdWords if you are NOT familiar with it (look at the video as well):

<http://www.google.com/ads/innovations/multichannelfunnels.html>

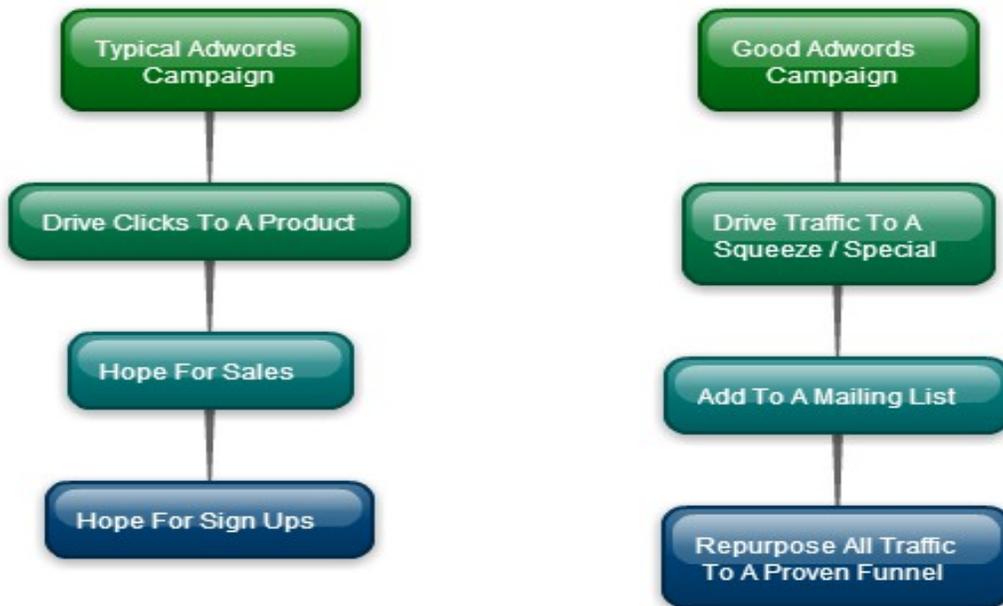
AdWords also is a great tool for **testing all of your marketing**, from channels, keywords, headlines, body text, and split testing of all of these.

AdWords is the definition of control, almost to the dollar of your advertising budget. The tools that are available consistently push the future of marketing; from multi channel control, mobile device advertising and most importantly, the ability to see where every dollar is going and what channels convert and when.

Finally there is strong proof that **AdWords converts better than most organic traffic**. Once you understand who wants your products and services, then it becomes about positioning your ads under the right noses. This combined with a strong marketing funnel makes AdWords a sure bet.

Why Most People Fail With AdWords

Most marketers **fail at AdWords** because they do not understand that PPC is designed to push traffic to a **PROVEN** system. Once you have **an established and working marketing funnel**, you now know what each visit to your funnel will cost, and what money you can make on your ROI as traffic travels down your funnel:



As you can see, the best offers are designed to take inbound clicks to build a mailing list or drive phone calls; you can then funnel traffic to your offers. When you do this **a ratio appears** and you can discern your lifetime value of leads into a ratio. This will also allow you to set up your best budget for your PPC without losing your shirt.

Ten Best Things

Assuming you have a proven model for your marketing funnel, you can now move forward with your PPC campaign.

If your funnel isn't proven, you can use AdWords to send some test traffic until you get your ratio / ROI.

For example if you send 200 clicks to your best landing page, and you get 4 conversions, you have a 2% conversion rate. Now you just need to make your 2% conversion make you money. Once you have a consistent ROI, you have a tested funnel and know your costs and what your PPC budget should be. That's it! Millionaires use this simple formula so don't over complicate this process.

Below we will discuss the ten best things you can do to improve the performance of your AdWords campaign.

Number 10: Having Clear and Defined Goals for ROI

Understanding your **exact metrics** is what separates marketers from marketing hobbyists and will prevent you from making costly mistakes. Knowing how much money you make for every so many clicks is your goal.

For example, knowing that 1 in 20 people clicking on your link will spend \$500.00 or more (lifetime value), means that you can plan for making money just by pointing enough clicks to your offer(s). So even if each click costs you \$10.00 each, (\$200.00 on average per 20 for a conversion) you will more than make your money back. Knowing these factors are critical so you can apply the best and most affordable AdWords scenario to your business and begin making money.

How much you should spend should be because you have a clear understanding of your **Return on Investment**.

If you are spending say, \$5.00 a click for 20 clicks a day, (\$100.00 total cost a day) and you are making \$200.00 a day total, your ROI would be 100% after expenses.

Knowing these numbers makes planning for income versus cost easy to understand, predict and then match keyword bids within your budget and how to grow your business.

Number 9: Have Tight Targeted Niche Keywords

Having a set of targeted tight keywords is critical for Ad performance and driving costs down. Whatever it is you sell, you need to understand exactly how to arrive at the correct **keyword groups** for your niche and sub niche. Keeping your product or service in mind and who would most benefit from it is why you need specific targeted keywords. For

example, if you sold **dog food**, the keywords associated with this niche are very broad:

dog food								Get ideas	Modify search
Ad group ideas	Keyword ideas							Download	Add all (56)
Ad group (by relevance)	Keywords		Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan		
Recipe Dog (14)	dog food recipes...		14,420	Medium	\$2.28	0%	»		
Organic Dog (8)	organic dog food...		4,940	High	\$4.57	0%	»		
Sensitive Dog (7)	dog food for sen...		3,110	High	\$3.34	0%	»		
Pedigree Dog (6)	pedigree dog foo...		13,020	High	\$1.68	0%	»		
Merrick Dog (6)	merrick dog food...		18,310	High	\$3.68	0%	»		
Food Canidae (6)	canidae dog foo...		6,780	High	\$2.71	0%	»		

Your keywords might look like: **dog food, Pedigree dog food, recipes for dog food, Merrick dog food** etc. These keywords would be all over the place and not targeted at all.

So you should target a specific sub set (sub niche) that best sums up your product like **organic dog food, organic dog foods, organic dog food recipes, organic dog food alternatives**, etc; all a tight keyword related group.

This is critical when setting up a campaign with AdWords.

The tight groups mean more clicks and higher interest as your sub niche and **longer tailed keywords** will convert more often for you; as people are looking for a more specific set of solutions for their problem not just generic searches.

So who might click on an ad for **organic dog food**? Someone looking to improve the health of their dog! They are much more likely to click on this keyword than just the generic keyword **dog food**.

Number 8: Optimize Your Ad Benefit in Headlines

 <p>Fromm Gold Holistic Adult... \$49.00 Chewy.com Special offer</p>	 <p>Orijen Adult Grain-Free Dr... \$73.99 Chewy.com Special offer</p>	 <p>Castor & Pollux Organix Pupp... \$30.39 Chewy.com Special offer</p>	 <p>ORGANIX Adult Dog Fo... \$15.99 PetSmart Special offer</p>	 <p>ACANA Duck & Bartlett Pear... \$20.99 Chewy.com</p>	<p>30% off Natural Balance® www.petflow.com/Natural_Balance 4.7 ★★★★★ rating for petflow.com Fast Free Shipping \$49+ Nationwide. On your Doorstep in 2-3 Days!</p> <p>Natural Dog Food www.beyondpetfood.com/Dog Real, Recognizable Ingredients Plus Vitamins & Minerals For Your Dog.</p> <p>Holistic Food for Dogs nutrish.rachaelray.com/ Made w/ Just 6 Natural Ingredients. Nutrish® Super Premium Dog Foods.</p> <p>Organic Dog Food www.darwinpet.com/Organic-Dog-Food No Grain, No Filler, No Antibiotics Free-Range Meat, Organic Veggies.</p> <p>Wellness Natural Dog Food www.wellnesspetfood.com/ Real meats, fruits and veggies. Face licks included.</p>
<p>Dog Food - Natural Dog Food and Organic Dog ... - Petco www.petco.com/Dog-Food.aspx Petco Dog Food - Natural Dog Food and Organic Dog Food Available Online from Petco.com. Take advantage of the lowest prices on natural cat food and organic cat ... Blue Buffalo - Dry Dog Food - Hill's Science Diet - Pro Plan</p>					
<p>Dog Food Guide: Grain Free, Organic, Natural ... - PetSmart www.petsmart.com/dog/food/cat-36-catid-100004 PetSmart Find a great selection of top dog food brands for your pet. Use our guide to different dog foods, including grain free, organic and natural. Dry Food - Canned Food - Fresh Food - Food Toppers</p>					
<p>Images for organic dog food</p>		<p>Report images</p>			

Having your main benefit for your Ad group in your headline is critical. Not only does this jump out at the reader of the ad but according to Perry Marshall, author of "***The Ultimate Guide to Google AdWords,***" people are looking for real solutions to their problems and could care less about your ad unless it connects with them on an emotional level first.

Featuring the real solution in conjunction with a tight ad group is a one two punch that will help you get the best results in your advertising by appealing to the emotional side of consumers, as well as delivering what the niche most wants and is looking for.

The niche hot buttons are also part of the ad optimization in relation to the product and appeals to the customer to click for that solution (**Organic Dog Food, Holistic Dog Food, Natural Dog Food** etc.)

Number 7: Link a Google My Business Account If Possible



Syncing your Google My Business location with your AdWords campaign is particularly helpful if you run a local business. This can help your AdWords ads show up in local searches, like Google maps as well as the standard searches from both mobile devices and laptops.

Google is also said to give a ranking bonus and is more likely to show your ads specifically to your location as well.

It's like double dipping for maximum exposure and can help you appear in the local as well as the regional searches for your ad groups and have another traffic landing page that makes sense to local searchers.

Number 6: Use Broad, Phrase and Exact Match Negative Keywords

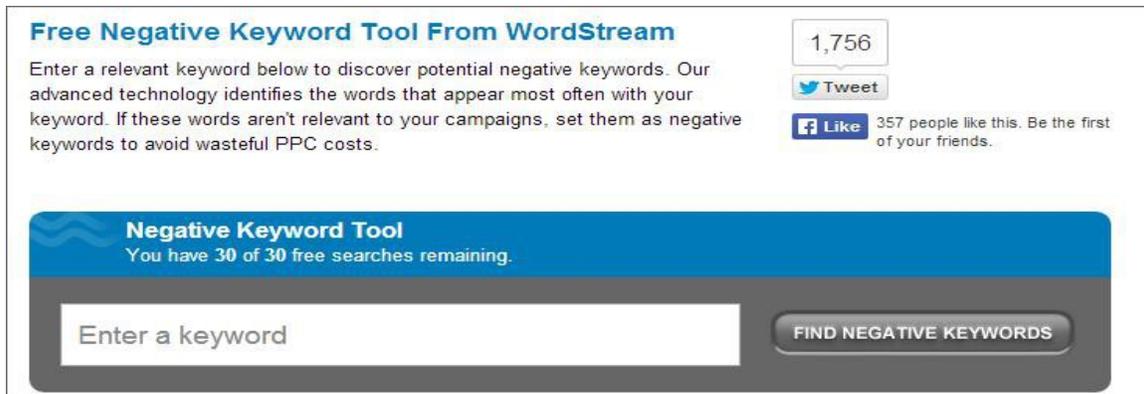
One of the most overlooked uses of controlling costs for an AdWords campaign is the use of negative keywords. You simply cannot have a good campaign unless you tell Google who NOT to show your ads to, so that you do not waste your budget on frivolous and wasteful keywords and clicks.

Add negative keywords at the campaign level so they apply to **all ad groups** if necessary and you can determine the best way to enhance performance between your own ad groups.

Negative keywords prevent untargeted searches as well.

For example if you used the negative keyword **dog trainers** from the previous example you would block a lot of generic traffic; you may only want your ad to show up to **organic dog food** exact match keyword searches.

Take time to monitor your Google analytics report to see what keywords you are showing up for. You can then block any that are not performing for you as well to increase your ROI and CTR which will save you a TON of money and target the specific performing keywords and their variations more.



The screenshot shows a web interface for a "Free Negative Keyword Tool From WordStream". At the top, there is a title and a brief description: "Enter a relevant keyword below to discover potential negative keywords. Our advanced technology identifies the words that appear most often with your keyword. If these words aren't relevant to your campaigns, set them as negative keywords to avoid wasteful PPC costs." To the right of the text, there are social media sharing options: a "1,756" counter, a "Tweet" button, and a "Like" button with the text "357 people like this. Be the first of your friends." Below this is a blue header bar with the text "Negative Keyword Tool" and "You have 30 of 30 free searches remaining." The main area features a white input field with the placeholder text "Enter a keyword" and a grey button labeled "FIND NEGATIVE KEYWORDS".

Wordstream has an interesting tool to help you identify negative keywords based on your longer tailed keywords. You can only use it 30 times (searches) for free. There is a paid version as well but you can check this out here:

<http://www.wordstream.com/negative-keywords>

Number 5: Test Ad Positions

Over the years, marketers have noticed that their ad positions on page 1 in Google determined the amount of success. Surprisingly, **not always the first position on page one did as well as the second, third or even fourth position** when studied.

The days of campaign success based **solely** on top bid management are not always the most cost efficient way to succeed with all of the new campaign management features.

Due to an increase of more devices (like mobile) there are new considerations and appearing on top of the first page does not always guarantee as many clicks or conversions.

Of course this is based on the type of ad, the location, geo-targeting and competitive nature as well as the ad relevancy you use. All of these factors influence the conversions.

It is possible to be in the third, fourth even just below the fold and still perform well enough to justify spending less money for overall for better performance. You need to test your results when in comparison with negative keywords, geo targeting and related scoring for better quality rates but it is really possible.

Number 4: Know the Lifetime Value of Every Customer

Knowing the **lifetime value** of every customer you get is the fuel of your business. Just like in the ROI section we discussed knowing the numbers, understanding that it is possible to lose money up front and make it all back plus more, is exactly why you need to know this information.

Here is a simple formula that will help you calculate this:

**Value of a Sale X Number of Repeat Sales Over Time =
Lifetime Value of A Customer**

An example might be the lifetime value of a member who spends \$20 every month at one of your membership sites for 2 years. The value of that customer would be:

\$20 X 12 months X 2 years = \$480 in total revenue.

Similar plots could be made for people traveling through your marketing funnel and then averaged. Knowing this you could justify spending more money upfront to reap the rewards over time.

Another helpful use of this information is to plot future sales and micro target what are the best performing conversions so you can replicate this over and over and increase results.

You can use this information to gauge the average value of each customer so you can also entertain additional ways to sell them similar products and or services too.

Number 3: Use Spyfu.Com to Outsmart Competitors

The screenshot shows the SpyFu website interface. At the top, there is a navigation menu with categories: Products (Tools for SEMs), Recon Files (SEO & PPC Reports), Resources (Blog, Tutorials, & Videos), and Pricing (Subscribe to SpyFu). A search bar is located below the navigation, with a placeholder text 'domain, url or keyword' and a 'SEARCH' button. To the right of the search bar, there is a 'Subscribe Now' button. Below the search bar, there is a line graph titled 'Organic Keyword Ranking History' for the keyword 'statefarm.com running on online insurance'. The graph shows multiple data series representing different competitors over time, with a legend at the bottom. To the right of the graph, there is a promotional message: 'Download your competitors' profitable keywords for only \$79/month' with an orange arrow pointing to a 'Continue' button.

<http://www.spyfu.com/>

One of the best ways to succeed in PPC advertising is to **replicate your competition's success**. Spyfu.Com is one of the best tools to see exactly how your competition is doing with their PPC advertising. Based on the theory that nobody keeps paying for ads if they are not producing, and seeing the exact keywords, campaigns and advertising information your competition is using, you can legally "steal" top performing campaigns and **reverse engineer** them for your business. This is a simple, easy and a smart use of other people's expertise. Spyfu will help you do this with absolute precision.

Even the free version of Spyfu is extensive and will point you in the right direction. I highly suggest you look over this powerful tool to help you with your PPC / AdWords.

Number 2: Increase Your PPC Budget to Grow Your Income

The best part of success is that it can be scalable. Increasing your PPC budget should be an important part of a well-tested and proven marketing funnel. If you have ROI, by increasing your ad penetration you can test silos (tight AdWords keywords as explained earlier) and continue to grow your business. Many companies fear big PPC budgets, but as long as there is ROI you need to take a serious look at this possibility and grow in steps.

Let's take a look at a possible campaign:

\$1,500 monthly AdWords budget

Average cost per click (CPC) of \$2.00

Number of monthly visits / clicks = 750

Conversion rate = 1.2%

Revenue per conversion = \$600.00

Total conversions = 8.0

Total revenue = \$4,800.00

Minus \$1,500.00 AdWords cost

Total Net Profit = \$3,300.00

ROI = 220%

Let's assume after running this campaign for 3 months we are able to further optimize and increase performance to a 2% conversion by improving the overall landing pages, more keyword targeting and a quality score that reduces click costs. So now we have the improvements in performance AND add more ad money to spend:

\$3,000.00 monthly AdWords budget

Average cost per click (CPC) now is \$1.50

Number of monthly visits = 2,000 visits

Conversion rate = 2.0%

Revenue per conversion = \$600.00

Total conversions = 20

Total revenue = \$12,000.00

Minus \$3,000.00 AdWords cost

Net Profit= \$9,000.00

ROI = 300%

You can see this is how you can continue to improve results, especially after you tweak your campaigns for much better performance.

This is where the real money in PPC is made.

Ongoing tweaks, improving your keyword groups, negative keywords and investing in your business can continue to expand your moneymaking and in time be a real and ever growing money source for your business.

Number 1: Send Users to the A Landing Page Specific to the Ad They Clicked On

While this may seem obvious, not many small business owners push their traffic to the best landing page for a specific ad group.

For example, if you were selling **organic dog food**, this landing page should be different than the generic dog food page you might also promote. People want answers to their problem ***so your landing page should be specific to the hot button issues of that ad group*** to increase your conversions.

This is literally THE MOST IMPORTANT thing you need to consider when running PPC ads. Just do it!

Conclusion

There you have it. Google AdWords is a systematic way to grow any business if you take the time to do it correctly. Knowing and identifying what your competition is doing well, and emulating them, but adding your own unique twist is at the heart of quickly adapting your business and positioning yourself for success.

Keeping in mind that AdWords is set up perfectly for multi channel advertising and measuring every step of the game is powerful and can change everything if you honestly use these tools to enhance your conversions.

Finally remember that the longer tailed tight grouping of hot button issue resolving keywords, are the best to plan your campaigns around; as long as you eliminate the frivolous keywords (use negative keywords) you are ahead of the game. If you add a tested and proven marketing funnel, you will finally be able to master Google AdWords.

Thank you for taking the time to read this report. Please contact me if I can personally help you get more leads and sales from your AdWords Campaign.

Warmest Regards,

Jim Darrah

916.934.2040

www.PacificNetMedia.com