Brad Callen's

Google Adwords
Made Easy

Simple, Fool-Proof Strategies You Can Use Right Away For Adwords Success...

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Chapter 1

"Are You Prepared To Profit From Instant Web Traffic ?"

Warning - If you're not serious about creating an online business that "makes your money for you", please stop reading this now!

Welcome to **The Player's Guide To Adwords Domination.**

Before we start, I want to cut a deal with you. You see, I wrote this eBook out of a desire to teach others how to create **serious wealth** using PPC advertising. I've poured a lot of effort into this eBook, but only because I **know** 200% that this works. And what's more, it should work for **anyone** who uses these strategies for their own business.

And because I've worked so hard to create this, I want it to **work for you**. If you end up "wasting" your time by reading this once and not applying it…well let's just say we can't have any of that.

The only way we're going to do this is if you **promise** to apply the money-making strategies that I'm about to share with you. In return, you have my word that I will show you the exact steps that I have taken to bring in instant traffic and build my online empire. I still get kicks out of calling my business an empire.

Simple give and take (or show and tell).

To give you a quick idea of what I'm talking about (and to show you what's **easily** possible)…

This is from **just one campaign** I run on Google AdWords (more on this later) for just one of my products for last month. This is for a $167 product. You'll notice that the cost/conversion is as low as $2.59! You'll also see that almost all of the groups running have a clickthrough rate higher than 5%. Some as high as 10%! The great thing about this, is once it's up and running, it literally take NO work to earn money via Adwords. It's all on autopilot.

In the next few chapters, I will be teaching only those skills that you absolutely need to know in order to create your own wealth (and then maybe take your own screenshots?) like I have shown above.

Ready to roll? Let's start with the lifeblood of any online business - website traffic - and how you can create it instantly.

How to create instant website traffic?

While I was preparing my notes for this chapter, I started to think about what people want to learn the most when it comes to making money online. What do you want to learn most about making money online?

Is it:
- How to make more sales?
- **How to create a winning product?**
- How to actually make a sale (the technical aspects of online business)?

The first thing I want to tell you is to start focusing on what is truly important in business, whether it's a brick-and-mortar store your grandpa owned or a snazzy new website you've just started.

The first question that you should be asking (not the only question because there is more to creating online wealth, but this is the most important point) is:

How do I drive more traffic to my website?

As an entrepreneur, your income will always be (beyond a certain point) a function of traffic.

- **More people coming in to your store to look at antiques = more sales = more money.**
- More prospects getting your sales letter in their mailboxes = more sales = more money.
- **More people visiting your online store… you get the picture.**

Traffic is important. It's the lifeblood that runs and determines the success of any business.

You may know it by different names, so to put it in another way:

More people seeing your sales pitch = more money coming into the bank. (granted your sales pitch is something people want)

Doesn't get simpler than that.

> **Note:** **In later chapters I'll talk to you about the other factors that determine your income - product value, pricing and most importantly, converting this traffic into enthusiastic, buying customers.**

Back to the original question: **How do you create instant website traffic?**

Search engines are a good way to bring free traffic to your website - and while I've been teaching business owners like you, how to bring in truckloads of free search engine traffic for several years now, the problem with this method is that it takes time to rank highly in Google and other search engines.

... And we all only have a limited amount of time. The challenge here is to create a money-making machine that attracts prospects, reels them in, converts them into customers and repeats the process all over again. Think of it as a revolving door - prospects just keep coming to your website and keep going out as happy customers (hopefully).

The good news is that there already is such a system for bringing in instant traffic - pay-per-click advertising (PPC). I'll be talking exclusively about how you can use PPC advertising via Google Adwords, to drive traffic to your website and convert that traffic into customers.

The bad news is that 95 percent of PPC advertisers end up throwing several hundred bucks down the hole before they even begin to understand how pay-per-click works. What's more, there are many business owners who, after being burned to the tune of several thousands of dollars, give up on PPC advertising because they don't get how it works.

Imagine the pain of giving up a marketing opportunity like that, just because you were so frustrated that nothing was working.

What I've done here is I've broken PPC advertising down for you in simple terms - and as you will see in this chapter and the next, **I'll be taking you by hand** and cutting through all the mystery that surrounds AdWords (my ad network of choice) and pay-per-click marketing.

Pay Per Click Advertising in Plain English

Perry Marshall, in his Guide to Google AdWords, says this about PPC advertising:
"[It] is about getting in front of people who are looking for what you sell right this moment and get them to respond."

You have the ability to reach your target market instantly, and get them to make a decision on your product/service. And that's not just it.

It takes just 10 minutes for you to set up an ad campaign in Google AdWords - and immediately after your ad is ready, it will start bringing in traffic to your websites. No matter what you're selling, you have a chance, in 10 minutes, to start making sales.

What other advertising platform let's you make a sale that fast?

Better question - how can YOU use this speed (of getting an idea to the market and testing it almost instantly) to your advantage?

The **biggest advantage** of PPC advertising is that you can test new business ideas quickly and cheaply by running an ad campaign for a few hours and monitoring its results. This alone can save you thousands (if not hundreds of thousands) of dollars in advertising and product creation - but only if you do it right (I'll show you how to in the next 6 chapters).

Pay-per-click advertising operates on two simple premises:

■   You pay only for visitors that come to your site (no upfront costs - every "click" while being an expense is also a chance for you to convert that visitor into a customer). You pay a certain amount "per click" on your ad. If nobody clicks on your ad, you don't pay a dime... and also get no visitors. The goal is to get many **TARGETED** visitors, while paying as little as possible per click.

■   **Your ads are displayed in the search engines according to what people are searching / looking for. (i.e. If someone search for "weight loss" and you're bidding on the term "weight loss", your ad will be displayed when someone searches for that phrase.)**

There are two major PPC ad engines:

1.   Google AdWords

2.   **Yahoo Search Marketing** (formerly Overture).

While they are both very effective in pulling in traffic, I exclusively use Google AdWords (and I'll explain why in just a minute).

Having said that, I don't discourage you from using YSM. In certain niche markets the YSM network is still not hyper-saturated (unlike AdWords, where the competition is higher) and you may be able to realize serious short-term gains if you play the PPC game right.

What I would discourage you from is to using a PPC ad network other than AdWords or YSM. Beyond these two the situation is pretty bleak with poor traffic quality, click fraud and lack of a sizeable user base all contributing to an abject failure.

5 Reasons why you <u>should</u> be using Google AdWords

Reason 1: The Google audience / user base has traditionally catered to technical audiences and more importantly, to Internet savvy users.

The kind of users who are **comfortable with buying online**.

These users (the tech-savvy, buying kind) are more likely to use Google than Yahoo or MSN).

Reason 2: Google AdWords delivers instant results - you can have your ad campaign up and running in 10 minutes flat. Compared to this Yahoo can take anywhere from 2 to 5 days while they manually review ads.

Reason 3: With AdWords, you can go target your prospects geographically down to countries, states and cities. This is a great advantage for businesses selling hard goods or services - they would prefer local prospects as opposed to someone half way across the world.

Reason 4: My favorite quality about AdWords is that **it rewards good ad performance** - that is, for an ad that converts (clicks/impressions percentage) exceptionally well (high click-through-rate (CTR)), your ad will get better ad placement as well as better pricing. Google wants to display the most relevant ads for the user. So... it makes perfect sense that YOU will pay less per click, the higher the clickthrough rate of your ad is.

> **Note: Click-through rate is simply the percentage that users click on your ad. For example, if 100 users saw your ad, and 2 people clicked your ad to visit your website, your click-through rate would be 2% (2/100).**

Reason 5: Your competition cannot see the exact amount you're bidding for your keywords or the CTR your ads are getting - a distinct tactical advantage that Yahoo lacks.

Basically, your competition will NEVER be able to tell how you are marketing your product, unless they use a trick I'm going to show you later ;-) So, they won't be able to copy off of your marketing and steal your prospects.

Bottom line - bringing instant traffic to your websites and converting those prospects into satisfied customers is a much better option than waiting around for your search engine rankings to.

And, in my opinion, Google AdWords is <u>the only</u> game in town when it comes to PPC advertising.

In the next chapter, I'll sit with you and take you through the entire process of creating an ad campaign through Google AdWords. I'll take you from start to finish - from picking your keywords to creating an account to writing an ad to making it go live - and **we'll do it in less than 10 minutes.**

Chapter 2

"10 Minutes To Instant Web Traffic"

Welcome back.

In the last chapter you read about how pay-per-click advertising (PPC) was simply the best method for bringing instant traffic to your websites.

Today you'll learn about a simple, 10-minute process that anyone can use to setup a fully-functional Google AdWords account and start driving traffic to their website almost immediately.

Before we get into the more Advanced strategies, we need to build a very strong foundation and make sure you understand the basics. The stronger your foundation, the more earning potential you'll have for the future, so pay close attention to every detail I'm about to teach.

Let's do a quick example...

We'll pretend that we sell **home theater systems** . I am going to show you exactly how to build a campaign for that type of product, starting with some sensible market research.

Research your market

PPC advertising is very competitive for a reason for any high-value product/service, PPC is a cheap and effective way to get your name in front of the people looking for products just like yours.

With all the competition there's just one big problem: If you jump in blind, the sharks will eat you alive. You must first dig up the details on your market and your competition, and that means knowing:

- Which keywords are getting the most traffic

- What are the top bid prices for those keywords

- Which keywords are being ignored and why

■   How many competitors you will have

In the next chapter I will explain the exact steps you need to take to pick out the right keywords for your ad campaign. Here, I'll just give you a quick run through of how to create a keyword list using a simple little free keyword generation tool, which you've probably heard of... Overture's Keyword Selector Tool.
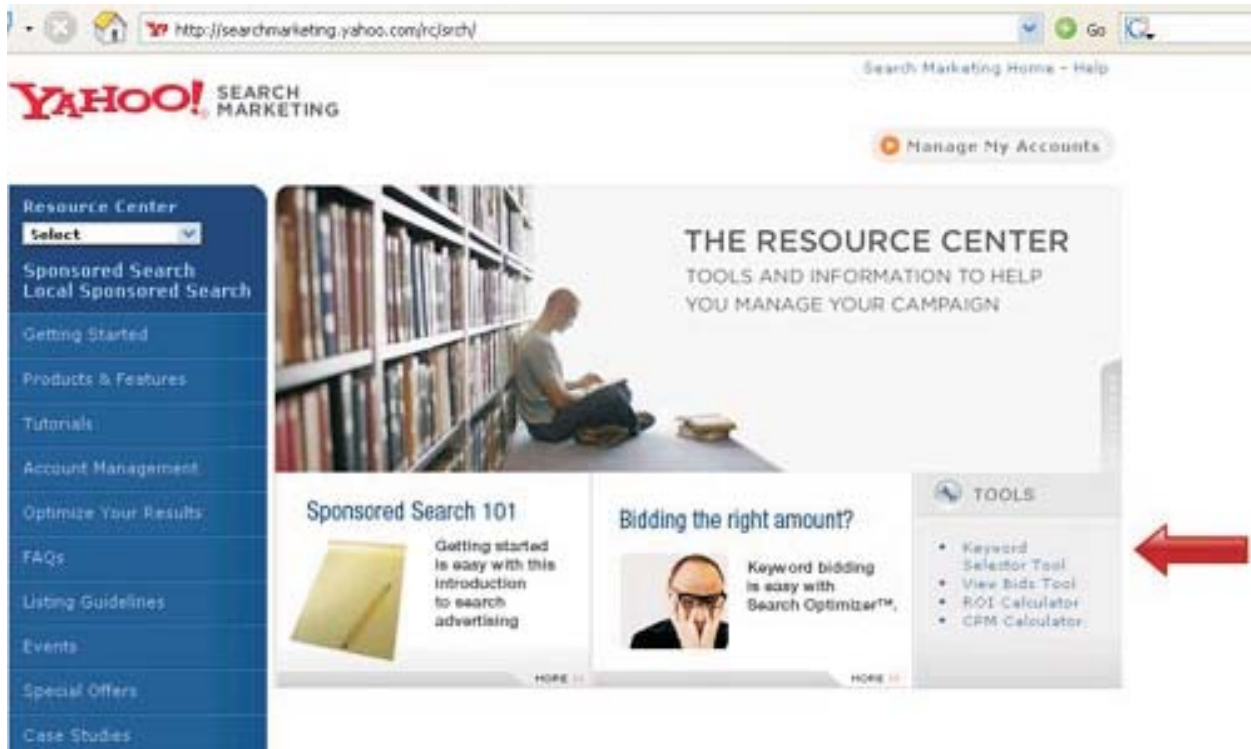
Start by heading to Yahoo Search Marketing (http://searchmarketing.yahoo.com/rc/srch/) open the Keyword Selector Tool. As it's shown below, enter your main keyword in the box and click on 'Go'. This will give you a list of keywords with search estimates.

Under the "count column", you'll see that there are lots of searches for the base term but also that there are focused searches for smaller topics as well. Demand is not too strong, but we know that

Keyword Selector Tool

Not sure what search terms to bid on?
Enter a term related to your site and we will show you:
♦ Related searches that include your term
♦ How many times that term was searched on last month

Get suggestions for: (may take up to 30 seconds)

home theater system

Note: All suggested search terms are subject to our standard editorial review process.

Searches done in March 2006	
Count	Search Term
31761	home theater system
2410	wireless home theater system
1669	home theater system review
1428	sony home theater system
1418	home theater speaker system
1372	dvd home theater system
1199	home theater audio system
1167	bose home theater system
1156	best home theater system
984	home theater sound system
713	panasonic home theater system
651	pioneer home theater system
623	home theater surround sound system

this is a high value product so we wait till we see bids and competition.

It says there are 31,761 searches for the term "home theater system" last month. You can multiply that number by 3 to come up with roughly how many times that word was searched for at Google.com.

Next...

We'll copy the top 6-10 keywords in a text file; we will need them for the next step.

Here's the list I've come up with so far:

- home theater system

- wireless home theater system

- home theater system review

- home theater speaker system

- home theater audio system

- buy home theater system

- home theater system design

- home theater sound system

- dvd home theater system

- best home theater system

> **Note:** **This is just a sample listing - you can, and should, create much larger lists (around 200-300 keywords minimum - I'll show you how in the next chapter) to start with, and then build them up as your ad campaign requires it.**

Now we want to find out what the top bid prices are for these keywords. That is, how much money is your competition (i.e. other Google Adwords advertisers) are willing to spend on this niche to buy traffic. A high number is a good indicator that your niche is profitable, but on the other hand, if you know for sure that a niche is profitable (like home theater systems, which sell for quite a lot of money), low bid prices can mean that this is a market that is ripe for domination.

One way to check bid prices is to use another Yahoo tool - the view bids tool.

Go back to the Yahoo Serch Marketing Site and click on the "View Bids Tool" as I've shown in the screenshot below:

The first time you load this page, you will see the following screen:

(http://uv.bidtool.overture.com/d/search/tools/bidtool/)

Remember that list of keywords you just saved? Take the first keyword and plug it in the first box on this screen. Then, enter the verification letters in the second box and click on 'Search' to continue.

When you do this, you'll see the following:

Type in a search term and we'll show you the Max Bids and listings for that term.

home theater speaker sys

Search   Cancel

1. **Small Speakers for Smart People**
   Want something different? Orb high-performance home theater & stereo systems deliver huge sound from a small package. No more oversized speakers or prices.
   www.orbaudio.com
   (Advertiser's Max Bid: $0.91)

2. **Buy Home Theater Speakers Direct - Save**
   Aperion Audio offers award-winning, audiophile-quality speakers systems at mass market prices. 30-day risk-free trial, free shipping and a 10-year warranty.
   www.aperionaudio.com
   (Advertiser's Max Bid: $0.83)

3. **Home Theater Speaker Systems from Axiom**
   High-end, high-value home theater speaker systems for a lot

Above is a search for "home theater speaker system" - notice that the top bid on Yahoo is under $1.00 - that's pretty cheap considering that a pair of high-end speakers can cost several hundred dollars. Allowing for the cost of the physical product, you can see that this is a very nice, lucrative, under-priced bidding market.

Repeat this process for all your keywords and check the top bid prices for them. You are doing this to estimate how much you will have to pay, per click, to match / top your competition. In this case, you'll see that most of the keywords have a bid price of under $1.00. That's good news, but keep in mind that in AdWords you'll have a bit more competition, so you can expect the top bid price in AdWords to be at least twice that much of Yahoo, and maybe more.

After we do our research, we should have a nice list of targeted, profitable keywords to start our AdWords campaign with.

Couple of interesting things you'll notice here:

Despite being a very expensive market (full-fledged home theater systems costs thousands of dollars), there's a low level of competition (bid prices are fairly low). This will allow you to corner the market quite easily, IF you know how to sell to it.

People are as concerned with specific aspects of home theaters (wireless systems, speakers) as they are with the "how to" aspect (design, setup). This can work to our advantage, as you'll see when we get to writing the ad.

Now that we have our keyword list ready, let's go setup our AdWords account. It's going to be fast, so make sure you pay attention :-)

Start the clock…

Step 1 Setting up your AdWords account

Go to the Google AdWords homepage (http://adwords.google.com/select/) and click on the "Click to Begin" button to get started.

The next screen will give you an option between two types of accounts   Starter and Standard. Since we're going to be going deep inside AdWords, there's no need to go for a Starter account select "Standard" and then click on "Continue".

On the next screen, you choose the languages you want to target. So if you were in Germany and wanted to target German-speaking Google users, you would select German. Google also let's you target specific countries, specific regions and cities or even a specified geographic location (such as a 20-mile radius around a certain street address, for example).

I selected the 'target by country' option, so in the next screen I was asked to enter the countries I wanted to market to in this case, since we are selling physical products we will restrict our target market to US and Canada (a good thing, because this where the heaviest demand for home theater system resides as well).

I'd recommend sticking with "country-level" targeting for now the other two options are a bit more advanced, and I personally never use them.

Let's move to the next step writing your ad.

[Time taken 2 minutes]

Step 2 Writing your Ad

Let me take a minute to explain what we've done here, and why.

Our **main search phrase** is also the headline whenever possible, follow this example and put your main keywords in the headline.

The first line is a **benefit** in this case, expert advice for people who are looking for help on how to set up home theater systems. No matter what your level of knowledge, the chance to get input from an expert (in this case, free advice) is hard to pass up.

The second line is our **feature** a free report available for immediate download. Your feature will be a specific offering that matches your previously stated benefit most closely.

The last two lines are the URLs first url will be the one displayed this must resolve to an actual web address. The second line is the actual url where the prospect will be redirected to that is, it must contain the address of your landing page.

And your ad is written! Following this template, you can put together ads in as little as 4 minutes (like I did right now).

Click on "Continue", and Google AdWords will do an automated check on your ad text and the provided urls to make sure that they follow their guidelines. Once that is complete, you will be taken to a screen where you have to enter your keywords.

[Time taken - 4 minutes]

Step 3 Bidding on Keywords

Enter your keywords:

You'll notice that I've enclosed my keywords in quotes as well as brackets. Basically, AdWords uses three types of phrase matches to match your ads with the terms being searched at the time broad match (no quotes or brackets), phrase match (quotes) and exact match (square brackets).

Broad match: This is the default option. When you include keyword phrases such as tennis shoes in your keyword list, your ads will appear when users search for tennis and shoes, in any order and possibly along with other terms like: new tennis shoes, mens shoes for tennis, and so on...

Broad matches are often less targeted than exact or phrase matches.

Phrase match: Your ad appears when users search on the exact phrase **and** also when their search contains additional terms, as long as the keyword phrase is in **exactly the same order**. A phrase match for "tennis shoes" would display your ad if a user search on: red tennis shoes, new tennis shoes, but not for: shoes for tennis

Exact match: The search query must **exactly** match your keyword. This means [tennis shoes] will only match a user request for: tennis shoes and not for: red tennis shoes, even though the second query contains your keyword.

More details on broad, phrase and exact matches in chapter 6, when we will study keyword research for AdWords in full detail.

On to the next step...

Once we've entered the keywords, we now have to choose our bid amounts. You'll see a screen as shown below:

First you'll select how you'll pay for AdWords. Based on your IP address, Google automatically determines your local currency and sets that as the default value, but you should change it to US dollars. That makes it a lot easier to manage your account as you'll find that almost everyone discusses bid prices in dollars (especially all other guides on AdWords). This setting cannot be changed once your account is activated.

After this, you set your **budget**. This is the maximum amount you're willing to spend throughout the day (divide your monthly budget by 30 for an easy way to reach this number). For our example, I want to get maximum exposure here as well as test the ads quickly (so I can refine them based on results), so I'll set this to $100 (for big campaigns and especially for high CPC terms, you might have to set this much higher).

> **Note:** **If you're just beginning, you can set your daily bid amount to $5/day if you want and Google will just stop displaying your ad after your daily limit has been reached.**

Next, you set the **maximum cost per click** (CPC) for your keywords. Ideally, you should set the CPC for your main keywords individually, but for now (and for the beginning part of your campaigns) an overall CPC will do just fine. Since we already know from our keyword research that we can get top position for our ads by staying within $5, I'll be conservative and bid $1.00 per click. This will allow me to get a good position and stay within budget our budget

After this, you get traffic / clicks / position estimates based on your settings. It gives you an approximation of how many clicks (and what average position) you will get for each entered keyword (based on your max CPC and daily budget).

By now, you're almost done. Click "Continue".

[Time Taken: 2 minutes]

Step 4 Pushing the 'Start' button

You'll be asked to review your account (what you've entered so far).

The page simply lists all the information that you've input, including your ad, selected keywords and your max CPC / daily budget as well.

Scroll down, make sure you haven't made any errors (you can fix them by clicking on the 'Edit' button next to each field), and then click on "Continue".

The next page will ask you if you have a Google Account. Depending on your subsequent answers, it will either ask you to create one, or ask you to enter your Account login info.

I'd recommend that you create a separate account for AdWords (for security purposes), but in this example we're going to assume that you already have a Google account and will use that instead.

Once you've passed this step (and confirmed your account), Google will send you a confirmation email to the email address you've entered. Open the email, click the link back to Google, and then enter your credit card or payment information to officially open the account.

[Time Taken: 2 minutes]

And that's about it. Once you've entered your payment information, your ads will start showing almost immediately.

That took you more time to read than it takes to create an AdWords account!

Before we end this chapter, I want to draw your attention towards a couple of basic AdWords concepts that you need to master before we go any further.

Google AdWords Basics

Most of your questions about Google AdWords features can be answered at the Google AdWords Help Center. Here I want to discuss two structural features within an Adwords account, campaigns and ad groups. I'll go over these REALLY briefly here and will go into more detail later.

Campaigns

A campaign consists of one or more Ad Groups. The ads in a given campaign share the same daily budget, language and location targeting, end dates, and syndication options.

You would usually create separate campaigns for separate projects / sites, and within those campaigns you would create different Ad Groups to cater for sets of keywords.

Ad Groups

An Ad Group contains one or more ads which target one set of keywords or sites. This comes in extremely handy when you are targeting focused keywords, as you can setup different ad groups for different sets of keywords.

In your ad campaigns, your ad groups should ideally be tightly focused around a subtopic, but how you select this subtopic and how you determine whether it is profitable to put that set of keywords into a separate topic is a different matter. This is discussed in much more detail in future chapters.

For more definitions, you can check the Google AdWords Glossary page.

In the next chapter, we will do a similar walkthrough with keyword research, taking you from identifying a topic to producing the final keyword list.

This next chapter will be EXTREMELY helpful in showing you the process of finding a niche market and/or good keywords to use for your campaigns.

I also want to mention a very cool tool I use for all my keyword research: Keyword Elite

But, first let's get you a nice solid foundation built with what I'm teaching you in these chapters. Then, you can use Keyword Elite to find MORE than enough niche markets to completely dominate.

Chapter 3

"Keyword Research Basics"

Remember, we're building a very strong foundation in these first few chapters, so that when I teach you the more advanced "stuff" later on, you'll be able to truly grasp and use the concepts. So let's get started…

Successful PPC campaigns are based on three things:

- Focused **Keyword Research**
- Compelling **Ads**
- Effective **Landing Pages**

In the next three chapters (Chapters 3 to 5) I'll pick up each of these topics and give you mini-tutorials on doing the best in each aspect of your ad campaign.

> **Important: I'll also be showing you little tricks that I personally use to make each of these tasks MUCH easier, allowing me to make a heck of a lot more money with my Adwords campaigns. The more chapters you get through, the stronger your foundation will be, and the more tricks I can share with you :-)**

Today, we start with keyword research. It basically boils down to two steps finding a profitable topic and then using keyword databases and PPC engines to create lists of keywords around that topic.

There's a lot to cover, so let's get started.

How to Find Profitable Topics

Information that helps readers take an action is **always** more valuable than information that helps your readers think. In marketing terms, that means that your target market is people who are looking to buy / acquire something and are looking for ways to do so. It's what we call the 'end of the buying cycle' your best chance at getting your prospect to buy something is **right before** he makes a purchase.

When you are looking at topics, you can use the metrics mentioned below as a means to judge whether a topic is worth pursuing or not, but when you are doing keyword research,

make sure that you target those keywords that prospects will be searching for when they are collecting information that will help them make a positive / negative buying decision.

An easy way to determine the profitability of a topic is to measure it by the 'PPC metrics' which are Popularity, Price, and Competition.

Popularity

In crude terms, the more popular the topic is the more clicks you will get on your ads and the more chances you will have of converting those prospects into customers. Higher popularity means **more profits** for you. On the other hand, popular topics are already very competitive (in most cases), so you have to analyze it from all sides.

Low-popularity topics can also turn good profits, so just because a topic does not get 100,000 searches a month does not mean you shouldn't go near it. The key is to **match all three factors** popularity, price and competition before making a decision to target that market.

Price

The price of the product you are promoting will determine your profit margins. With high-priced products you can afford to spend more money per click, and that's mainly why you see such outrageous bids for terms like real estate, insurance, lawyers and pharmaceuticals they can afford it because making a couple of sales gives them huge profit margins.

On the other hand, with products with a low price point you will have trouble going overboard with your bidding, and you will need to be very careful with what you're willing to pay. In such a case, keyword research becomes even more important as you absolutely must find those keywords that you can target cheaply.

Competition

What is your competition like? Heavy bidding will suggest one of two things either the market is lucrative enough to risk investing so much money (back to the 'price point' discussion above) or there is someone trying to price their competition out of the market. In either case, you wouldn't want to spend too much money at the start, so this step will give you an idea of whether you can enter a niche without getting totally burned.

Another point to consider is that if there is low competition for a topic, you have to figure out why that is. Is it because the niche isn't well known? Are people having trouble 'selling' in this market? Or are they targeting the 'wrong' market?

How To Do Keyword Research

Once you have a topic (see previous section for more on this), you can quickly run it through the following steps to judge its profitability and create a focused list of keywords.

For this walkthrough, we will continue with our earlier topic home theater systems. Specifically, we will be doing keyword research to do three things for this topic:

- Use the keyword databases to find out if it is **popular**

- Research the PPC engines and find out what the **top bid prices** are

- Go back to the keyword databases and create a **focused list of keywords**

Step 1 Popularity Check

Just as we did in the previous chapter, head to the Keyword Selector Tool from Yahoo Search Marketing (Overture).

As it's shown below, enter your main keyword in the box and click on 'Go'. This will give you a list of keywords with search estimates.

(http://inventory.overture.com/d/searchinventory/suggestion/)

Copy the top 6-10 keywords in a text file; we will need them for the next step.

Alternatively, you could use the same keyword list you made earlier.

Trick #1

I don't typically go to the Yahoo search term suggestion tool shown above. I simply use a software product called Keyword Elite. Here's what I would do in this case...

Step 1: Open Keyword Elite and select project #1, "Create keyword list".

Step 2: Enter the main keyword: home theater system

Step 3: Select Overture.com from the list, and select 200 results, then click "ok"

See screenshot below:
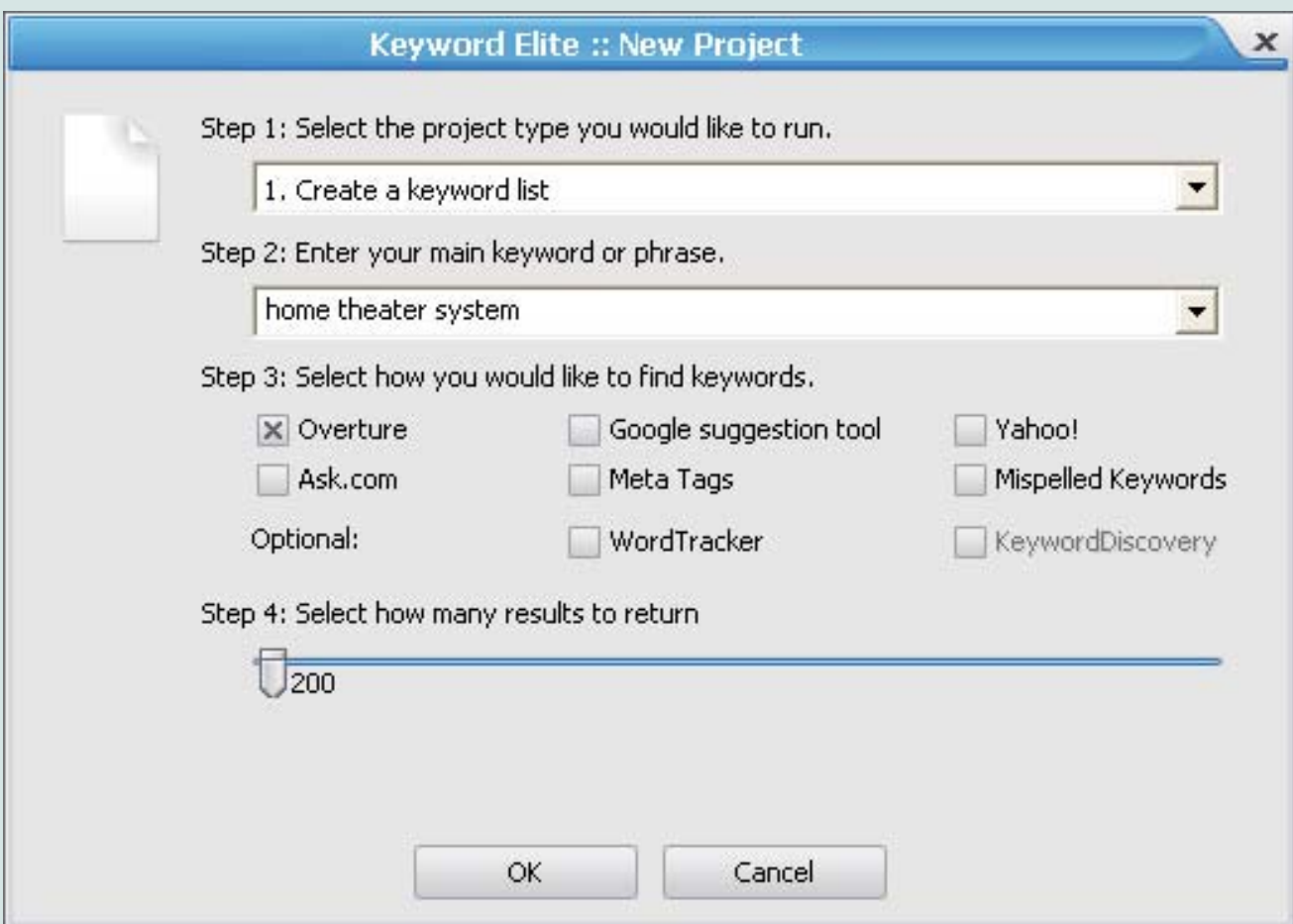
Keyword Elite will process and give you a nice list of 200 related keywords, plus, you'll be able to do a bunch of editing to the keywords to give you an even larger list. See the screenshot below for some of the cool things you can do.

You can save the keywords to a textfile instead of manually copying and pasting them from the Yahoo search term suggestion tool, which is a big time saver.
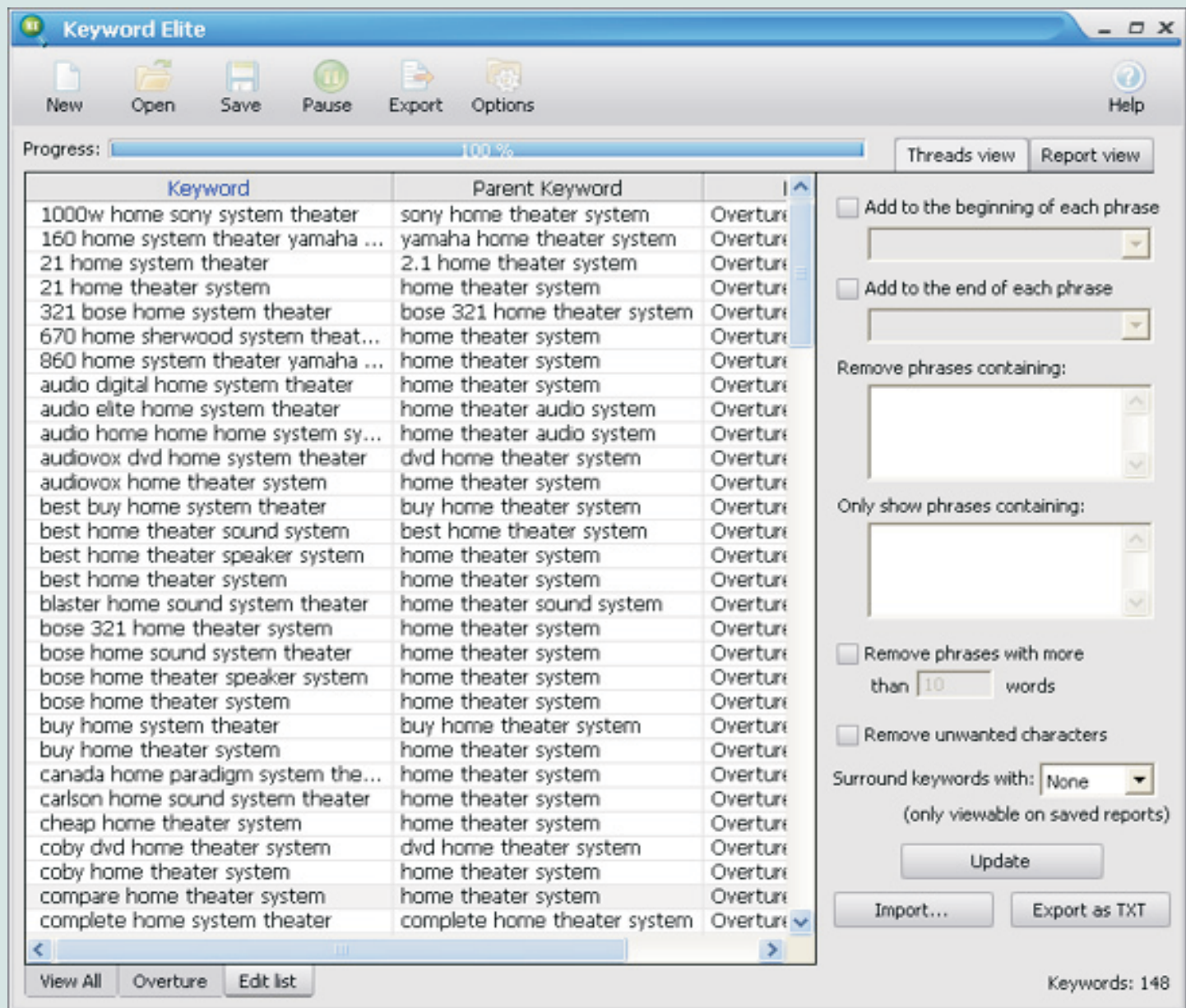
Also, what I like to do is in "step 3" above, I'd select 5,000 keywords to be returned and then select the "ask.com" option and Keyword Elite would bring back a list of 5,000 related keywords, within a few minutes! It's really cool...

Check out this video clip showing how this project type works. (Note: The video was created using an older version of Keyword Elite, so you'll notice there are a few less features in the video than in my screenshot above, but it'll give you a good idea how it works.)

"Click here to watch video"

Step 2 Bid Price Check

Most people will tell you to go to the Yahoo Bid Tool and see their numbers to get an idea of what the top bids are. It's a good idea, but why not go to Google instead and use the tools THEY have provided to us inside the Google AdWords account? This way we get to see numbers for Google AdWords (where we will be bidding), and not some other PPC engine.

You've already signed up for a Google AdWords account in the last chapter, it's time to put it to use.

Login to your Google AdWords account (https://adwords.google.com/select).

Within your account, go to Tools > Traffic Estimator (or just visit the link below) to launch Google AdWords' traffic and bid cost estimation tool.

(https://adwords.google.com/select/TrafficEstimatorSandbox)
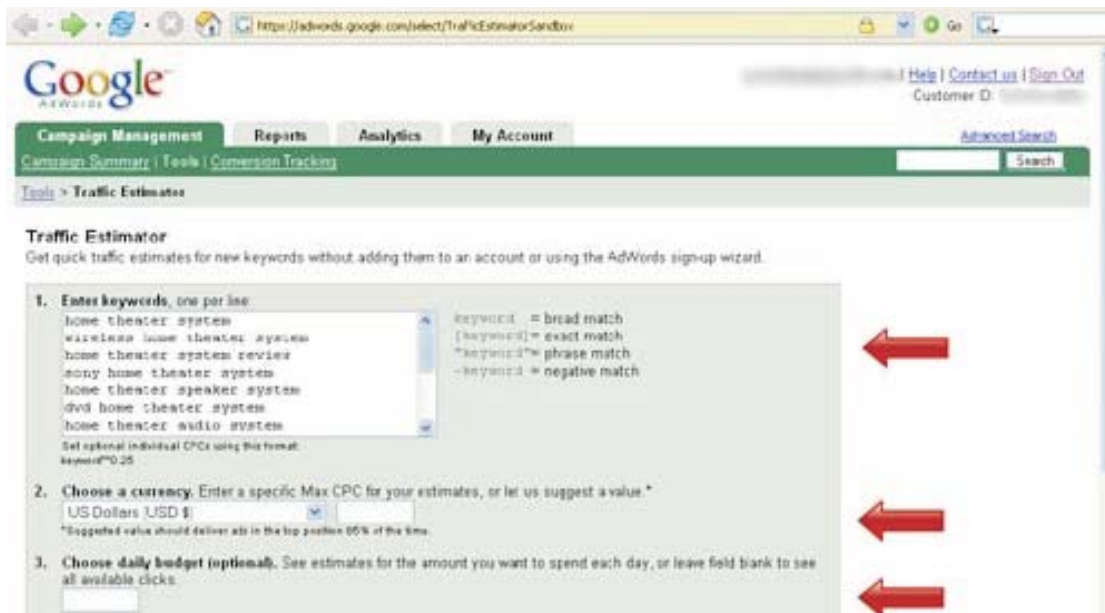
Enter your keywords as above in the first box (don't worry about broad, phrase, exact and negative matches for now we will cover these in chapter 6). These keywords will be the ones you copied off into a text file in the previous step.

Next select the **maximum cost-per-click** that you're willing to pay, as well as your daily budget. Since we want to get the maximum number of clicks to our website, we will enter an unreachable budget amount of $500. In that case Google will keep displaying our ad, because our budget will never be reached in 1 day... given the keyword(s) we've selected.

Language and location targeting will be set to your default account values, so you can leave them as they are.

Enter countries that you want to target Here, I've selected US and Canada .

When you're done, click on 'Continue' and you'll be taken to the next page with the Traffic Estimator's results.

This screen above is very helpful because it will give you a good estimate as to how much the top Adwords bidders are paying "per click" for each of the keywords you entered. Also, you'll be able to see roughly how many clicks you can expect to get "per day" if you were in a certain ad position in Google. And finally, you'll be able to see roughly how much you could expect to pay "per day" for each of the keywords.

These are some VERY helpful numbers.

At first glance, this seems a very expensive niche to get in. With most of the keyword phrases costing over $2.00 a click to be in one of the top 3 Adwords positions.

Now $2.00 a click is a high amount at a 1% conversion rate (1 out of 100 people clicking through your ad convert into customers), that means that you will need to spend $200 per sale!

But... when you think about the niche, you'll realise that most home theater systems go for **thousands of dollars** even a pair of high-end speakers can set you back $500. Add to that the fact that you can improve conversion rates by following simple tips (chapter 5) and suddenly this niche looks very, very interesting.

You'll also notice that most clicks go to a few keywords these are the ones you will be shaping your ad groups around. Adwords is all a numbers game. No your metrics (how much a customer is worth to you) and you'll be a step ahead of the competition.

Now that we know that this niche can deliver, let's look at how we can create focused keyword lists around this topic.

Step 3 Creating Keyword Lists for Sub-Topics

Once you've put together this list, go **back** to the Keyword Selector tool and enter the *second keyword* into the search box - that is, enter 'wireless home theater system' in the search box this time, and press the arrow to generate a new keyword list.

What are we doing here?

The best strategy to choose keywords here is to start off with your parent term, pick up the top terms from its list, and then 'drill down' to find more keywords for **those** terms.

For example, with home theater system as our parent term, we see in the screenshot above that we have lots of targeted keywords for that term. You also see that terms like home theater sound system, wireless home theater and home theater system design are **'different'** from the parent keyword and are subtopics that could be used to create more focused keyword lists. Not only that, they are also getting quite a number of searches themselves, so it's worth targeting that traffic specifically (as opposed to running general ads).

So for each term that is a "subtopic" (you have to use your judgement here) and has a lot of searches, you should run it again through the Keyword Selector tool and create a list for that term as well.

For each subtopic, create separate lists. By the way, you can keep these lists in simple text files - no need for fancy spreadsheets or anything like that - you don't that yet.

At the end of this process you will probably have around 100-200 strong keywords on 4-5 subtopics (and 1 parent topic). That's a good number to start with.

Trick #2

Using Keyword Elite to gather the Adwords bid data really quickly...

In "Trick #1" I showed you how we could use Keyword Elite to build us a big keyword list quickly. Well, after we do that, it's very easy to grab everything we need to know about each of those keywords (i.e. Adwords bid data that I taught you about above.)

Here's how I'd personally do it...

Step 1: Select all of the keywords that we generated from "Trick #1" above.

Step 2: Right-Click on your mouse and select "send keywords to project 2"

Step 3: Our keywords are now sent to project 2, "Analyze pay per click listings". Select Google, KEI, Top bids, Title Results, Broad match, phrase match, and exact match, and click "ok"
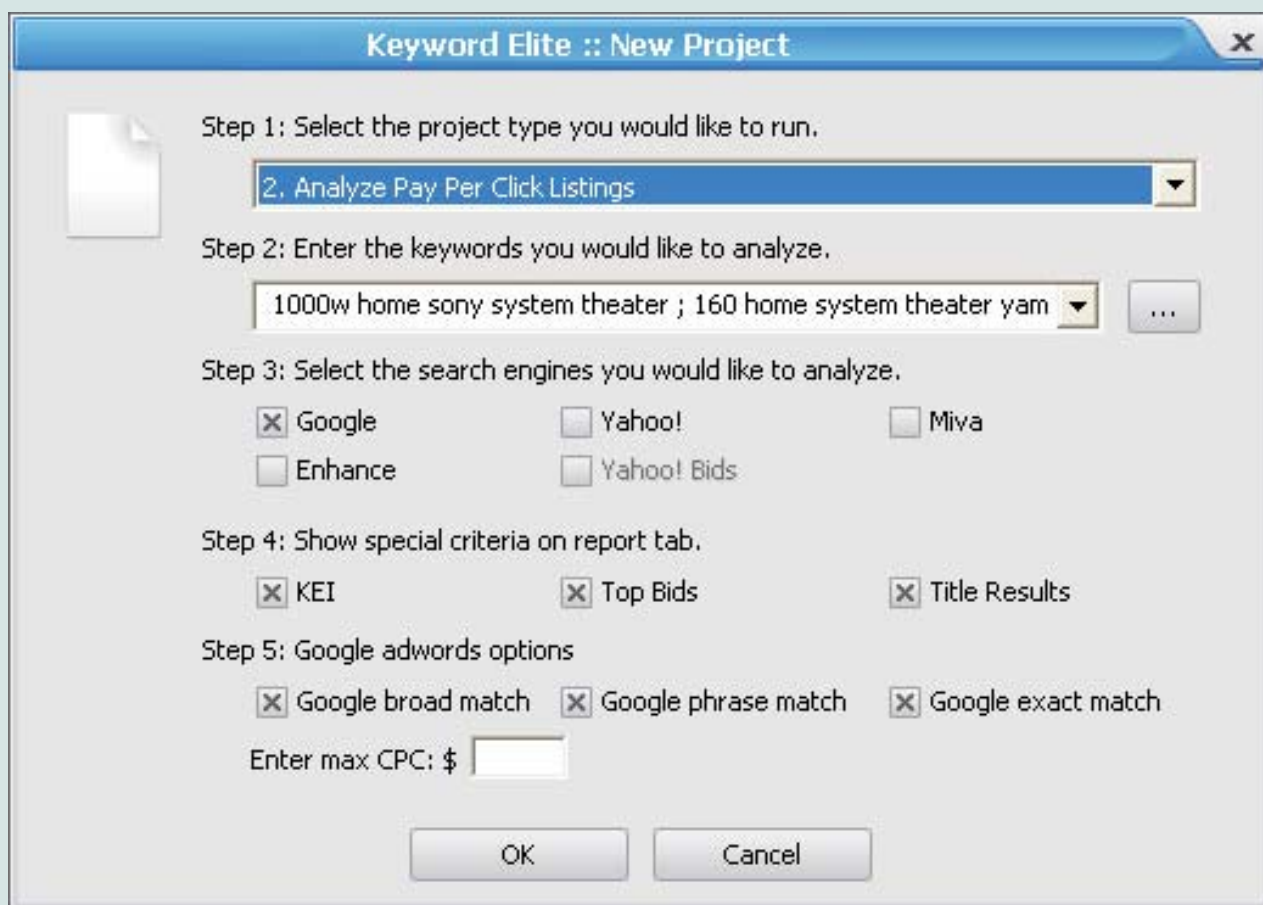
Keyword Elite will then show us everything I spoke about above, plus a TON of other figures that are extremely important in determining which keywords to use for our marketing.

You can see that the Google bid data is listed below.

You can sort the columns however you want. I use this analysis feature all the time. It really helps with finding profitable niche markets. I'll show you some very cool things I do to find profitable markets in some later chapters.

Check out this video clip showing how this project type works. (Note: The video was created using an older version of Keyword Elite, so you'll notice there are a few less features in the video than in my screenshot above, but it'll give you a good idea how it works.)

Congratulations now you're ready to write ads and get the ball rolling.

If this is your first time doing keyword research, don't worry it gets easier with practice, and there are tons of **tips and shortcuts** you can use (that we will see in chapters 7 and beyond) to drastically cut down your time in this.

In the next chapter, we will see how you can use these lists to **write ads that attract clicks.**

Chapter 4

"How to Write Ads that Attract Clicks"

One of the best things you can do to really kick butt with AdWords is to understand that managing your PPC campaign is a step by step process which each step designed to accomplish a specific objective, and with all steps linked, leading your prospect from the start (where they search for the key terms you're bidding on) to the end (where they 'convert' either into buyers or leads or subscribers).

> **Note:** **What I've found is that when I break down AdWords (or keyword research, or SEO, or sales writing basically, any skill) into small steps like this, people instantly find it a lot easier to understand what's going on. I'm hoping that you'll find the same thing with today's chapter on ad writing.**

Writing ads, then, is just one step of this process. But before we dive into the specifics, I want to discuss something that is at the heart of any successful Google AdWords campaign:

Focused Keyword Lists .

If you remember from the previous chapter on keyword research, you will remember that it is absolutely critical that you break down your main keyword lists into smaller lists that are focused around subtopics. If your ads are not targeted to your keywords (i.e. a general-purpose ad on insurance showing up for someone who is searching for car insurance) they might not click on your ads. Worse, if your site does not offer a particular type of product (you are targeting custom home theater systems when you don't offer any customisation), all those clicks will be wasted.

And that's the single biggest problem with most AdWords campaigns - a lack of focus. Start off with a basic list, and then expand it into specific subtopic lists as you refine your campaign. One of the ways to do this is the 'Peel and Stick' method (I'll talk about this in more detail in chapter 5).

Ok then, on to writing ads.

Ad Writing Basics

Before you write an ad, you have to remember that in even a low-competition market, your ads are under pressure to perform (that is, your clicks must also convert), or otherwise they will end up costing you money. Because of this you should always write ads with two things in mind:

- The ad must persuade the prospect that the page this ad points to will hold the answer to what they are **looking for** .

- The landing page must deliver on what the **ad promises** , otherwise the clicks will be wasted (we discuss landing pages in chapter 5).

In addition, you also have to ensure that only those people whom you are targeting will click on your ad. Or to put it differently, you want to make sure that you get the clicks that are most likely to convert into buyers.

Now that we know what's required, we can map out some guidelines for writing the ad.

- **Identify what you are selling**

Make sure you have a clear idea of what you're selling and how that will tie in with your ad. Choose the keywords that apply to your site, and include them in your ads.

- **Narrow down your target market**

Understand who you are selling to. An excellent example of this is one of Perry Marshall's recent ads for his book, Guide to Google AdWords. He's targeting serious business-minded people who are willing to pay for quality products, so he's made sure that he lists the product price in the ad. Does that help? It will potentially keep out people who are looking for free advice or those who cannot afford the book. Narrowing your market.

You can refine the focus of your market by writing down who exactly you are selling to for my weight loss e-book that I wrote way back when I was

starting out in Internet Marketing, I focused on young adults who led extremely busy lives and wanted an easy, effective and time-saving solution to managing their weight problems.

- **Use focused keywords to help you create a targeted ad**

As I've explained in the previous section, focus on subtopics rather than ads for the general keyword they convert much better into customers because you are able to direct them to exactly that page that contains the information they are looking for.

- **Write to persuade this is sales writing in a very small space**

Sales writing boils down to a simple principle convincing the reader to take immediate action on what the writer wants them to do (sign up to a list, buy a product, etc). To do this right, you have to first attract their attention (headline), convey the most powerful benefit (first line) and provide a logical justification for taking that action through your most powerful feature (second line).

Your Template for Writing Successful Ads

In the previous section we learned three very important concepts on writing successful ads:

- **Targeted keyword list**

- **Focused ads**

- **Quality salesmanship**

As we breakdown the ad template into 5 separate components, keep these three concepts in mind and see how you can use them to help you write better ads.

Headline

Your headline's main purpose is to attract attention of your target market. By wording it correctly you can avoid "curiosity" clicks, but the best part is that when you start targeting specific keyword sets (subtopics instead of general terms), you can use the headline to target your specific market and thus gain a considerable edge over competitors who are not using targeted keyword lists.

Whenever possible, use your main search terms for that ad group in the headline the reason for this is that whenever terms in your ad match the searched keywords, they are put in bold by Google. This way your ad automatically attracts more attention. This works better with low-competition terms than for main keywords (where everyone has put the keywords into their headline).

First Line

This is not a "hard and fast" rule, but it has been proven to work effectively. There are two kinds of reasons you can provide a prospect into clicking onto your ad benefits and features. The first is an emotional, psychological argument, where as the second one is factual and logical.

And when it comes to salesmanship, emotional arguments work much better than factual arguments (possibly because facts can be countered by other facts, but emotions are a difficult breed to beat).

But you cannot survive without having both. That's why you have to find a way to fit them both into the 2 lines you have (70 characters in total).

Stick your biggest, most powerful benefit in the first line in the ad example I showed in the last chapter which is reprinted down below), the benefit is expert help on how to set up home theater systems. This plays on the idea that anyone looking to make such a huge expense would want to seriously research the market and would welcome advice over a sales pitch. No matter what your level of knowledge, the chance to get input from an expert (in this case, free advice) is hard to pass up.

Your benefit will be your best guess on what people are looking for when they search on your main keywords. For a high-value item like home theater system, people tend to shop around before buying, so you want to pull them in with an informational benefit.

Second Line

Put your most important feature in the second line. In this case, it is a free report available for immediate download. In this case, anyone reading that ad knows that the report is

short to read (24 pages) and that they can start reading it within minutes. In other words, expert advice, in your hands, within minutes. That's what this ad is selling.

Your feature will be a specific offering that matches your previously stated benefit most closely.

Display URL

This shows the site's URL it's simple enough to put your main site url in this line, but by being creative, you can use this space to give 'extra space' to the stated benefit or feature.

In our example, the display url points to the "free guide" but if I were writing it differently, I could also change it to "experts corner", or something else that emphasized the benefit of the ad.

Use every little space of the ad that you can. You don't have much of it to start with as it is.

Destination URL

The second line is the actual url where the prospect will be redirected to. Don't send your traffic to the main page for each type of ad, you're targeting a different section of the market. Make sure you send them to specially targeted pages (in this case, the download page for the free report).

If you are sending traffic directly to an affiliate's site, the destination url would your affiliate page, whereas the display url could be the main address of that site.

Playing "Beat the Control"

One of the most important numbers in your Ad stats is the click-through-rate (CTR). This is one of the major factors that determines the quality score of each keyword, which in turn determines (along with other factors such as bid pricing) the **positioning** of your ad.

What that means is if you have a high CTR for your ads, you may be able to get our ad in a higher position than a competitor who is bidding more than you, but has a lower CTR. You can, effectively, rank higher than your competition but spend less to get there just by improving your CTR.

In competitive markets, this is an edge you should always be fighting for.

A proven system for constantly improving your CTR is to use **split-testing** a method where you run two alternating ads and after a certain number of clicks (enough to prove that

one ad is going to perform better than the other) you discard the ad with the lower CTR and write a new one (making only marginal changes) to try and beat the better-performing ad.

You should ideally repeat this process all the time, right from the start of an ad campaign. Write two ads, run them to get enough clicks, establish which ad is the 'control' (one that performs best) and then try to "beat the control" by writing better ads.

You shouldn't be changing too much of the ad during split-testing   the purpose is to change around certain sections of your ad and see how **small changes** can make a difference. Making small changes also allows you to pinpoint the exact change that causes an improvement in CTR, and if you can figure out what takes your CTR higher and what brings it down, you can essentially write class ads from the word go.

How to do Split Testing in AdWords

For each ad group, make sure that you're running two ads at the same time. Google will alternate between your ads for that group, and once you have enough clicks (30 is a good number) for each ad, you can determine effectively that the current CTRs of both ads will remain relatively the same (for very close CTRs, you might want to let them run a bit longer).

How did we reach the number '30 clicks'? It has to do with statistics and confidence levels…let's just say that it's not an arbitrary number but in fact a scientific estimate. There's an excellent online tool that helps in all this intuitively, it's named Split Tester .

Split testing is a must if you want to continue improving your **CTR**. The goal here is not to make rapid changes, but small measurable ones so that you can figure out which change causes improvements and which change causes a decrease in CTR. This way, you will soon be able to determine what type of ads work best in your niche and thus create effective, compelling ads.

Bad Ads, Good Ads

When we talk about good and bad ads, we are also talking about:

■   the keywords that those ads are targeting.

■   the landing page of that ad.

A bad ad will be unfocused, using a general keyword list and will probably send traffic to the site's main page. This will first of all hurt the advertiser's CTR, and worse, it will hurt their conversions as well.

And in competitive markets, that means that you will be losing money badly.

Here's an example of a poorly optimized ad (I'm going with a different niche here - insurance):

a team financial
mortgage & **insurance**
your success is our passion
www.ateamfinancial.com

.. and they'll use the following keywords for this ad.

- auto insurance quote

- auto insurance rate

- affordable insurance rates

- affordable insurance

- auto insurance online

- health insurance

- california health insurance quote

- california health insurance plan

Then what they'll do is they'll send their visitors directly to their homepage, no matter what keyword the visitor had searched for in Google, to find their ad.

... and they'll use the following keywords for this ad.

auto insurance quote
auto insurance rate
affordable insurance rates
affordable insurance
auto insurance online
health insurance
california health insurance quote
california health insurance plan

Then what they'll do is they'll send their visitors directly to their homepage, no matter what keyword the visitor had searched for in Google, to find their ad.

Their Adwords Ad

↓

All of their keywords, as listed above...

↓

Their homepage (www.ateamfinancial.com)
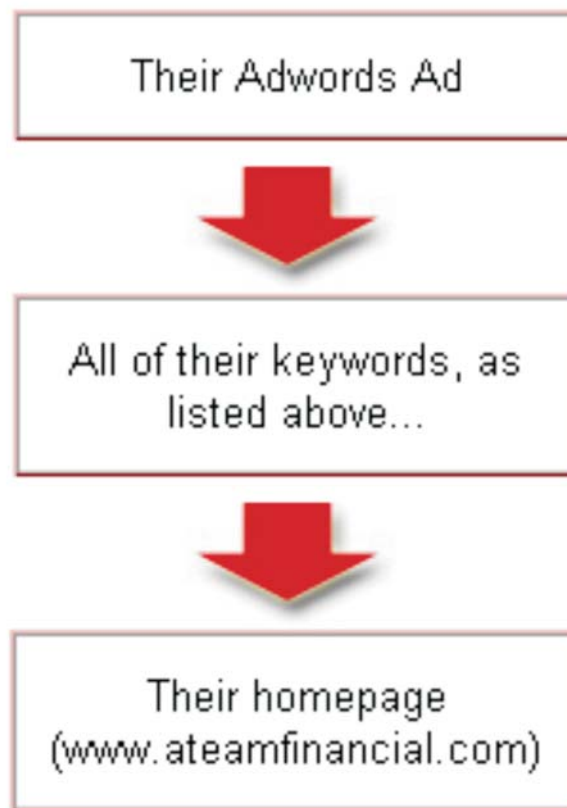
If we created a little organizational chart of their campaign, it would follow this path:

What's wrong with this? Well, there are several things that are MAJORLY wrong with this campaign. Let's list them below:

1. They've placed ALL of their keywords into 1 single Ad group. You should place only "similar phrases" into their own separate Ad groups.

2. The headline of their ad is horrible: a team financial
   Really... I'm assuming A Team Financial is the name of their company? I really don't know... They SHOULD have included the main keyword in the title of their ad.

3. Their ad description talks about what "their" passion is. People don't care about what the company's passion is. The ad should talk about the customer. What's in it for me?

4. Their ad takes visitors directly to their homepage, for all of their keywords. Each keyword "group" should take visitors to an individual web page designed specifically around that keyword phrase.
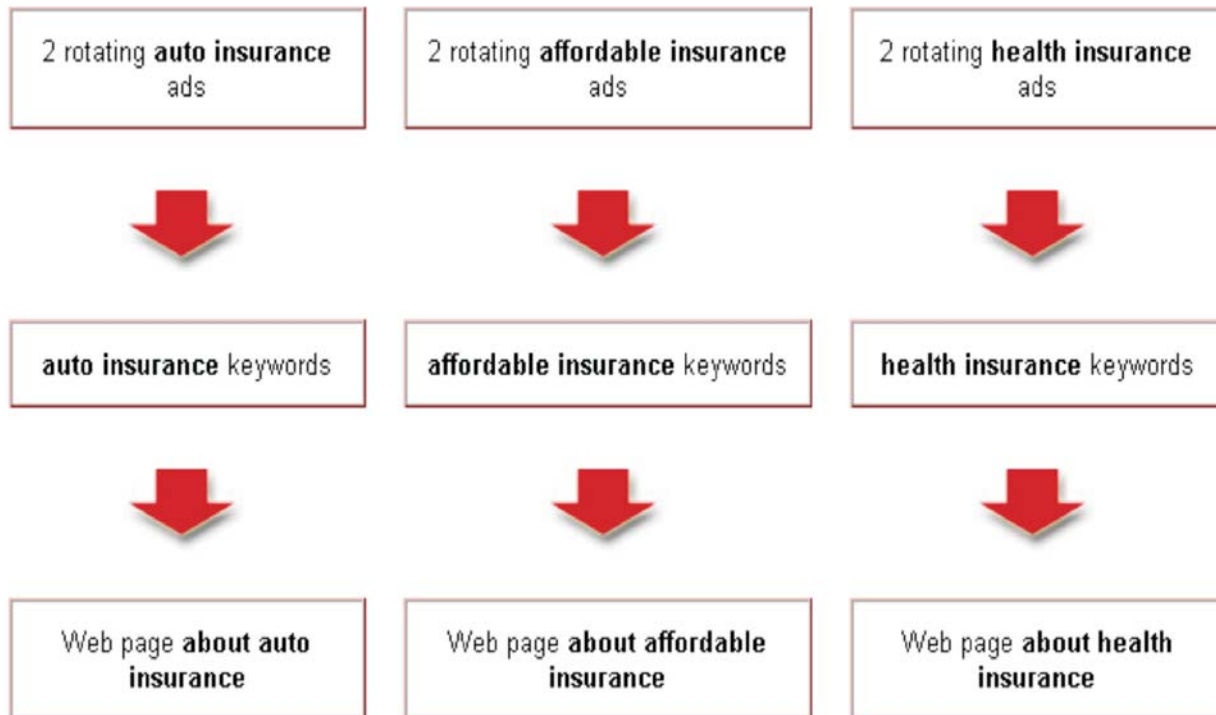
Now... Here is how they should have structured their Adwords campaign:

Auto Insurance

auto insurance quote
auto insurance rate
auto insurance online

Affordable Insurance

affordable insurance rates
affordable insurance

Health Insurance

health insurance
california health insurance quote
california health insurance plan

Alright, now what they should have done is grouped their keywords into the following different Adwords groups:

Once they've done this, they could write 2 different ads for each of these 3 Adwords groups. The ads would be written to target the main 3 keywords: auto insurance, affordable insurance, and health insurance.

Here's an example of 2 much better written ads for the newly created ad group, health insurance.

What I've done...

- Added keyword to the headline.

- First line of description contains a benefit. Tells the visitor "what's in it for them".

- Second line of description contains a feature.

- All words have been capitalized

URL has part of the main keyword as a subdirectory.

In ad #2 I've done the same thing as ad #1, but I've changed the URL by adding a more specific subdirectory.

It's always best to split test 2 ads to see which will give you the highest clickthrough rate. The higher your clickthrough rate, the less you'll pay Google.

So, that's the basics of splitting your keywords up into targeted groups, so you can write specific ads based on the EXACT keyword phrases that people are searching for. Make sense?

To get high CTR and **high conversions**, you have to focus on targeting keyword sets, not a generalised list. In addition, you have to write as a salesperson which means following the process that I've detailed in this chapter.

Trick #3

Let's do a quick example so I can show you how I use Keyword Elite to seperate my keywords into their own Adwords groups.

Step 1: Open up and run project 1 "create a keyword list". We'll enter the keyword "insurance". Under step 3 we'll select "Overture". And under step 4 we'll tell Keyword Elite that we want 400 keywords related to the word "insurance". We could choose more, but for this example, let's just go with 400. Then click ok.

Step 2: Keyword Elite will begin to gather keywords for us, related to the keyword insurance. Once it's finished processing, we'll highlight all of the keywords. Then "right-click" out mouse and select the option titled "Export as groups to TXT".
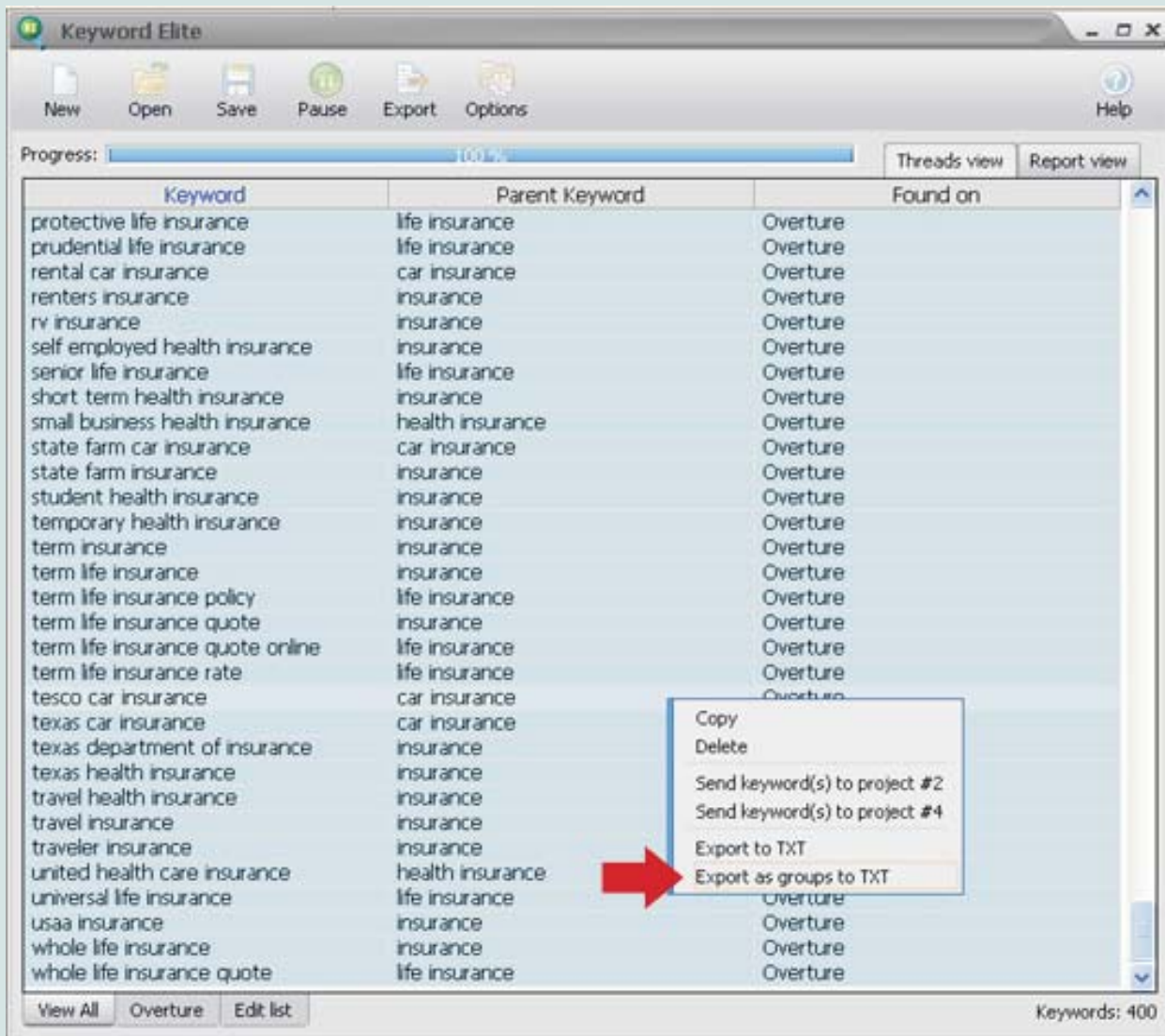
What this will do is it will automatically separate all of our keywords into their own Adwords groups for us! It will create 1 text file for each group. So, all we'll need to do is open up each text file and paste our keywords into our Adwords account and we're all set. It can't get much easier that that :-)

The text files for our "insurance example" will look like this:
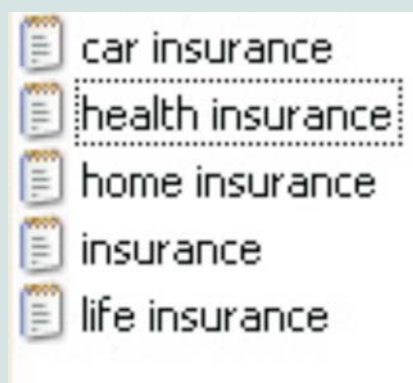
And, for example, the "life insurance" group would contain these keywords:

```
life insurance - Notepad
File  Edit  Format  View  Help
protective life insurance
life insurance settlement
term life insurance rate
life insurance lead
f insurance life orge valley
mortgage life insurance
met life insurance
life insurance online
prudential life insurance
gerber life insurance
globe life insurance
universal life insurance
life insurance no medical exam
cheap term life insurance
new york life insurance
term life insurance quote online
life insurance agent
life insurance uk
life insurance corporation of india
whole life insurance quote
life insurance quote online
cheap life insurance
free life insurance
affordable term life insurance
affordable life insurance
metropolitan life insurance
primerica life insurance
life insurance no exam
senior life insurance
american general life insurance
guardian life insurance
child life insurance
term life insurance policy
free life insurance quote
mega life and health insurance
met life dental insurance
information on life insurance
```

You'll notice that all the keywords contain the word "life insurance", so you could write 1 ad based on "life insurance". If you wanted, you could also take 1 of these keyword phrases and then use Keyword Elite to create a brand new keyword list based on 1 of the keywords from this file. This would then give you an even more specific list of keywords, which you could then break down into smaller ad groups...

This is a real time saver for me.

Coming up... how to track your keyword performance through Google AdWords, how to track conversions and the what makes landing pages so important.

Tracking EXACTLY which keywords are making you the most money is the absolute most important thing you can do to increase your revenue via Adwords. Tracking is vital. We'll cover the ins and outs of this in the next chapter, so pay close attention.

Chapter 5

"Tracking Ads and Landing Pages"

In the last chapter, we talked about split testing your ads as a means of continuously improving the CTR for your keywords. You can apply the same principle (of steady improvement) to your whole AdWords campaign, and today, we're going to learn how to do just that.

There are three specific parts of your campaign that you can keep improving:

- Your **keywords** creating focused keyword lists (discussed in chapter 3).

- Your **ads** (split testing discussed in chapter 4)

- Your **conversion rate** how your keywords convert into sales and the effectiveness of your landing page (discussed today, chapter 5).

In this chapter we'll discuss two major topics how to measure the conversion rate of your landing page, and what to do to improve it quickly and easily.

Landing Page Basics

What is a landing page, and why is it so important?

A landing page is a web page that your prospects (the traffic that you are driving to your website) will land upon after clicking through your ads. It is the 'destination URL' field in your AdWords ads.

Depending upon the type of product / service you are promoting, the landing page could ask the user to do any one of the following:

- Subscribe to a newsletter

- Buy a product

- Download trial software

And more basically, any visitor action that you would want taken place on your website.

The look, feel, content, quality and focus of your landing page is critical in making sales if the landing page is not able to 'hold the visitor's attention' and convince him to buy your product, not only have you not made a sale (when you had the chance to do so) but you have also lost some money.

Not all clicks will produce conversions. That means that in order for your marketing campaign to turn a profit, you have to make more sales than you spend on ads (i.e. bringing in traffic). And since selling products is not always easy, you should always be improving your landing page (and thus trying to improve your conversion rate) in order to make more money out of AdWords.

> **Conversion Rate:** **The rate at which people purchase your products. For example, if you got 100 visitors to your website and 2 people purchased your product then your conversion rate would be 2%.**
>
> **(2/100 = .02)**

How can I make sure that visitors to my site buy from me

Quite simply find out what works best, and then meticulously apply that on your website.

There are two approaches to doing this:

- You can learn from your industry (by observing your competition) and from marketing experts who have a proven track record of success in improving conversion rates

- You can test different configurations on your own landing pages and then track the results.

In practice, you would be doing both applying what you've learned from the experts, and tracking actual conversions to evaluate how you can improve on them.

Conversion tracking is in fact one of the most underused and important tool in AdWords. It lets you track the performance for each ad group (that is, each landing page) and also allows you to see how traffic from different keywords react to the same landing page.

The importance of conversions can be traced to one simple principle no matter what your ad position or CTR, without conversions you are simply spending money on ads that do not make any sales.

Use conversion tracking to help you improve the selling power of your website here's a look at how to use Google's ad tracking code on your website.

Walkthrough for Google's Ad Tracking Code

For AdWords' Conversion Tracking to work, you just need two things accepted and running ads, and the tracking code inserted in your landing page. Let's see how this is done.

Log in to your Google AdWords account under the 'Campaign Management' tab (the default screen that you land on after logging in), there is a link for 'Conversion Tracking'.

Click on the link and you will be taken to the Conversion Tracking page.
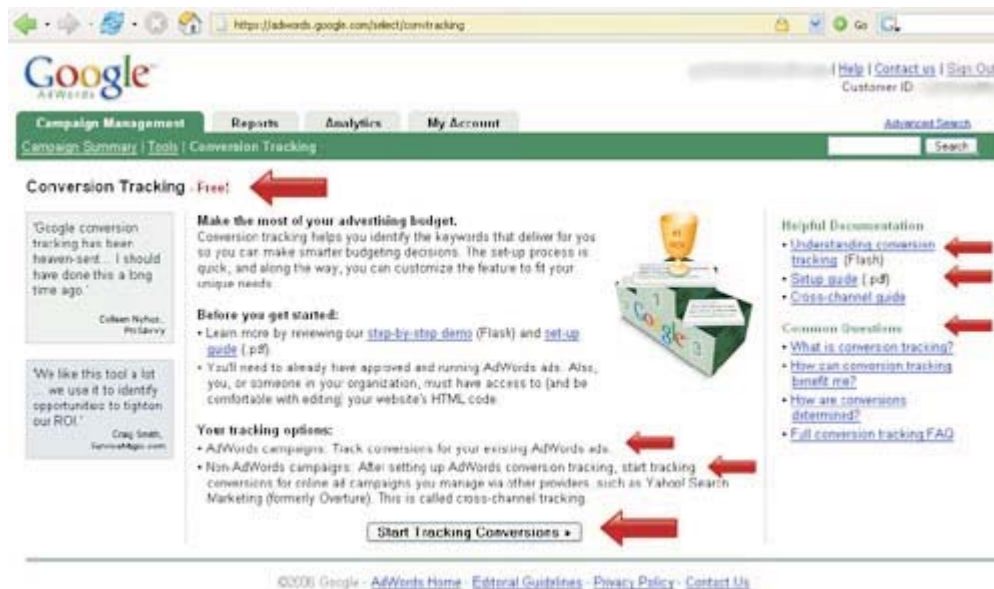
Several important things to note here:

■ The conversion tracking is free

■ You can track both Google AdWords campaigns and non-AdWords campaigns such as Overture (conversion tracking for non-AdWords campaigns is known as cross-channel tracking for more information on this visit
https://adwords.google.com/select/crosschannel.html

■ You can use the Flash presentation and the PDF guide to understand more about how Conversion Tracking works and get specific code instructions on setting up tracking on your website.

To start, click on the button at the bottom of the screen titled "Start Tracking Conversions" (Shown in screenshot above). This will take you to the following page:
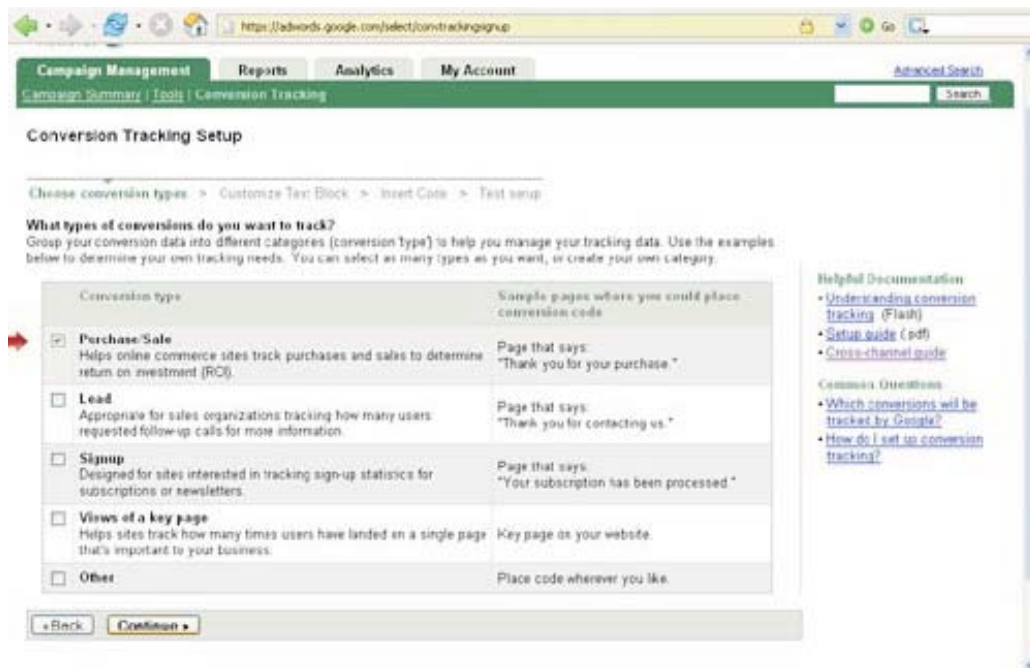
You have several options here, depending on what the 'key action' is for your site. If you are directing traffic to a product site that offers both a newsletter and products for sale, then you would set up conversion tracking for each of those pages one for the newsletter page and another for the product.

They give several suggestions as to where to place the conversion code.

For this example, we will select purchase/sale, as that's the most common option, and really the only option I ever use. Pick whatever suits your business best and click on 'Continue'.
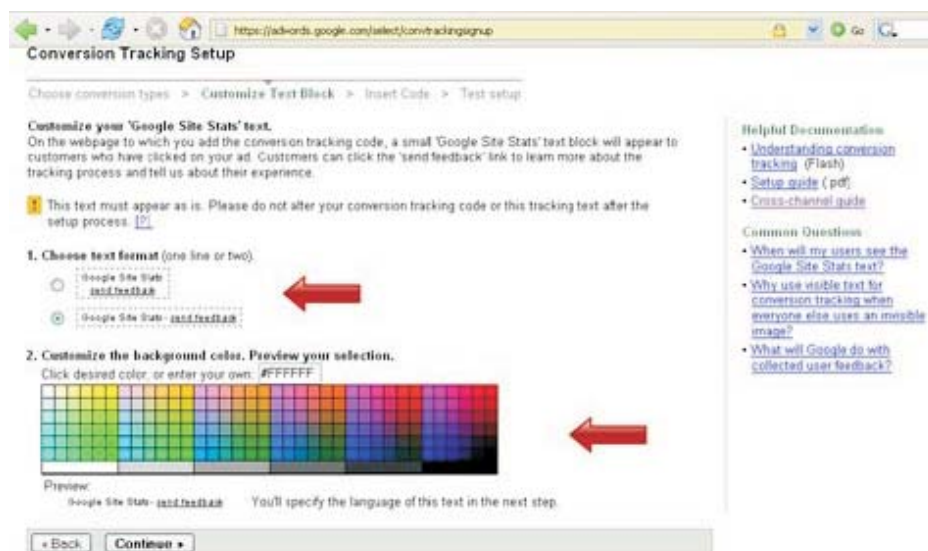
Google asks you to place a small box saying "Google Site Stats send feedback " on the landing page where you insert the conversion tracking code. This page asks you to set the background color for this box match it with the background color of the page where you are putting your conversion code.

Once you are set to go, click on 'Continue'.

It's important that you read these points.

Basically the page says that you should make backups of the pages you are changing and that if you are not skilled in doing this, you should get your webmaster to help you out. Google does not take any responsibility if you delete something by mistake and your website stops working (and come to think of it, I'm not responsible for that either, so make sure you know what you are doing or get someone who knows. It's really no that difficult, but just to be safe, make sure you get someone that knows how to insert tracking code into your web page.)

Scroll down to the bottom of the screen Don't worry, we're almost done now.

Choose the language your site is in usually this will be the default language of your account.

Choose security level leave it set to http in most cases unless you are using SSL security on your site. If you don't know what that means, just look at your website's URL if it starts with 'http', use that, if it starts with 'https', use that instead.

Now here's why this is so important AdWords allows you to set a value to what each 'conversion' means to you and then uses that to calculate what it is costing you to make a sale.

All the hard work is taken out of it for you all you need to do now is to keep an eye on the cost/conversion figure (I'll tell you where to check it from) and you will know within a split second if you are profiting from your AdWords campaigns or not.

If making a sale gives you a net profit of $47 (subtracting credit card processing fees), then put in 47. Whatever the amount, enter it in the textbox and press refresh (you must press refresh for the code to reload and be configured properly.

Once the page has refreshed, click once on the text box containing the code that will select all the text right-click, select copy and then paste that into a text file. Save that file in a place you can easily access, and then click on 'Continue' (I'll cover code-installation instructions in just a minute). On to the next screen:

You will see that the page talks about two new columns on the campaign summary, Conversion Rate and Cost/Conversion. You can spot them here in the "Campaign Summary" page the same page AdWords loads when you login to your Google AdWords account.

Below I've included a screenshot of my Adwords account. You can see how I'm using this tracking feature. It's very important, as it shows me exactly which keywords are converting to sales, and which ones aren't.

Over time, you can just remove the keywords that aren't making you money, and keep the ones that are... You'll notice there are two campaigns and the cost per conversion is $24 for 1 and $62 for the other. The products I'm selling here are selling for much more than what it costs to generate a sale, and that's the goal.

Now all that remains is that you test this system to make sure that it works. How do you do that?

AdWords suggests:

Click on one of your own ads that directs you to the landing page

Wait for someone to make a purchase

> **Note: Typically, the data inside your AdWords account takes a few hours to update (it's almost real-time, but not quite).**

But before you choose to test the system, you have to insert the tracking code into your conversion page, right?

How do you do that?

Well, if it is a basic html page (it is a page like *page_name.html*), here's all you need to do:

- Make a backup copy

- Open your "Thank You Page" in a text editor or in your webpage editor of choice

> **Note: The page you'll be adding this tracking code to, is the page visitors are taken to AFTER they purchase your product. I call this a "Thank You Page".**

- Scroll down to the end of the document

- Locate the \</body> tag it is at the end of the of document, like this:

\<html>
\<head>
\</head>
\<body>

"All of the content on your web page..."

\</body>
\</html>

Right above the \</body> line, copy paste the AdWords conversion tracking code. So now it will look something like this:

\<html>
\<head>
\</head>
\<body>

"All of the content on your web page..."

Google AdWords Conversion Tracking Code
\</body>
\</html>

Save this file, and upload it to your website.

Now that your tracking code has been added to you "Thank You Page" and uploaded... all you need to do is:

1.   **Click the link in your ad**

2.   Go directly to your "Thank You Page" URL

If you set up you tracking code correctly, Google will register a sale within your account. Adwords stats are not "real-time", so you may have to wait a couple hours before your stats will appear. This is completely normal.

... and that's all there is to it!

5 Tips for Writing Landing Pages That Sell

Here are 5 easy-to-implement strategies for creating landing pages that *really* sell.

1. Acknowledge the "bail factor"

Most visitors to a landing page "leave" within a few seconds of arriving. They don't read your sales pitch, they don't scroll down they're just not interested. They take this action based on an instant impression they have formed of the landing page.

- Is it attractive and easy to read?

- Does the overall design convey professionalism and trustworthiness?

- Is the landing page directly related to what the visitor was searching for when he clicked on your ad?

The first step is to acknowledge that this is the mindset you're dealing with. Whatever your copy or headlines, whatever your design and layout, they must convince a visitor within just a few seconds (some say 8, some say 5, others say 15 not much time any way you look at it). In other words, this stuff really matters.

Designing and writing an effective landing page doesn't require a big budget. It does require, however, more time, thought and work than you initially thought it did.

2. Make your headline match the copy in your ad

Your "landing page headline" is the first thing a click-through visitor sees, other than a graphic. Slight changes in wording can significantly impact your conversion rate. This is similar to the importance of a headline on an AdWords ad or a sales page the headline makes a crucial difference.

However, there's something even more important at work here by matching your headline with the words in your ad, you are providing a subtle, visual reassurance that this is the site they wanted to visit.

We're talking millisecond decision-making here. Make it easy and comfortable for your visitor to take the next step... to keep reading and visually exploring the landing page. And that starts with maintaining a connection between the ad they clicked and the headline of the landing page they ended up at.

3. Keep your "hero shot" on the left side

"Hero shot" refers to the photo or graphic of the product you're promoting.

Eye-tracking studies cited in MarketingSherpa's "Landing Page Handbook" show that a visitor's eye is drawn first to an image. Only then does the visitor move on to read your copy.

If the hero shot is on the right side if the page, it's more difficult for a reader to switch their eyes back to the left and start reading. So a visitor might never get around to reading your copy. Pretty simple, you'd think? But it's the small things that count.

4. Your call to action must be a link

In other words, when you are asking the reader to make a decision and click the order button, don't put the words "click here" in the anchor text. Many visitors read the hyperlinks first. In fact, readers tend to treat the links more as an informational tool than as a "thing for clicking". Strange, but once again this is proven to work.

Use strong copy that calls for powerful and prompt action. Your "linked" copy is second in importance to your headline. Don't be afraid to hotlink a whole sentence. For example:

[Download your FREE copy of this 24-page guide on 10 Mistakes to Avoid When Buying a Home Theater System](#) *(don't bother clicking that one, no magic guides there)* .

People love specifics. Plus they want something tangible to attach their actions to, and this method gives it to them.

5. Ask the prospect what they want

Instead of just asking the reader to make a purchase, be specific and ask them upfront what sort of information they are looking for (use checkboxes). For example, if you are promoting health products, give them options that let them specify their motivations for inquiring about this type of product.

Different people have different motivations. Person A could be looking for a diet plan to help them lose weight Person B could be looking for a diet plan to help them build muscle and so on. By asking the prospect what they want, you can deliver a tailored sales pitch according to the motivation the prospect has specified.

And this time, because the visitor made the decision himself about what sort of product he wanted to see, it becomes a lot easier to keep their attention (after all, they are the ones who 'requested' this information they are bound to be interested in reading through and finding out how it can help them).

By giving them a feeling that they are still gathering information (as opposed to telling you what they are interested in buying), you can not only drastically cut down on "bail-outs" but also seriously ramp up your conversions.

Hopefully you'll take the time to study this chapter and apply it comprehensively to your landing pages it could mean the difference between making a tidy profit and suffering financial loss.

In the next chapter, I'll talk to you about specific keyword strategies that you can use to maximize the focus of your ad campaigns including the "Peel and Stick Method".

Chapter 6

"Adwords Keyword Strategies"

In this chapter we'll cover two essential keyword strategies - tools that you absolutely must be using if you want your AdWords campaigns to be successful.

Without wasting time, let's dive right into it.

Keyword Matching

Keyword matching refers to the basic AdWords functionality of matching your target keywords to the search queries that users are typing into the search engine every day. If you are targeting that searcher's geographical location (that means that if the searcher is in Jamaica and you are restricting your target market to US, he won't see your ad) and if there is a keyword match, then your ad will be shown for that search (what ad will show, where it will show, what ranking it will have will depend on your settings).

There are four types of keyword matching that AdWords uses - broad match, phrase match, exact match and negative match. We've seen the first three before, but let's review them once again.

Broad match

This is the default option. When you include keyword phrases such as tennis shoes in your keyword list, your ads will appear when users search for tennis and shoes, in any order and possibly along with other terms.

Broad matches are often less targeted than exact or phrase matches.

You should be careful with broad matches - they bring in a lot of traffic but it's mostly untargeted traffic. With broad matching you **must** use negative keywords (see negative matching below) to cut off unwanted searches. For example, if you are bidding on website templates you wouldn't want people who are searching for free website templates to come across your ad - even if they click through they are looking for free stuff and thus most definitely will not pay, costing you money for nothing.

Example:

Phrase match

Your ad appears when users search on the exact phrase and also when their search contains additional terms, as long as the keyword phrase is in exactly the same order. A phrase match for "tennis shoes" would include "red tennis shoes" but not "shoes for tennis."

Phrase matches are useful when you want to target exact word combinations, such as "bose speakers" or "california DUI lawyer".

Example:

Exact match

The search query must exactly match your keyword. This means "tennis shoes" will only match a user request for "tennis shoes" and not for "red tennis shoes," even though the second query contains your keyword.

Exact matches are the most specific type of keyword matching - your ad shows only if your keywords exactly match the search.

This cuts down on the number of potential searches you can target, so it's always a good idea to use phrase matching and some broad matching as well.

Example:

Negative match

When you don't want your ad to show for certain keywords, you can put that keyword here. One of the most common negative matches is 'free'. In your keyword research you may also come across a lot of terms that you don't want to target. By entering them as negative matches, you will be able to cut down on wasteful clicks.

Be careful of what you put in as negative keywords though - you might end up cutting off some very valuable keyword searches.

Broad match: keyword as it is
Phrase match: "keyword in quotes"
Exact match: [keyword in brackets]
Negative match: -keyword with trailing minus sign

For more help on keyword matching, watch this Flash tutorial the AdWords help site on keyword matching.

Example:
moving on...

Choose keywords

Who will see your ad?
When people search Google for the keywords you choose here
(Don't enter 'real estate' when you're selling cars.) Enter 20 or fe

Enter as many specific words or phrases as you like, one per line:

```
weight loss
"weight loss"
[weight loss]
-free
```

Peel and Stick

As you've learned thus far, one of the most important aspects of profiting with Google Adwords is writing an ad that is specifically targeted to what the visitor is looking for.

If everything was perfect, and we had an infinite amount of time, we would write an individual ad for each and every keyword. But, guess what? Everything isn't perfect, and we most definitely have a finite amount of time each day.

So, what do we do?

You should start off with a small number of ad groups (If you don't remember what a group is, please refer to a previous chapter.) Starting with a small number of ad groups will make things much easier for you to manage AND monitor in the beginning. Monitoring the performance of your keywords is HUGE when you first create an ad via Adwords.

Alright, now in your ad group you should write 2 good ads, 1 slightly different than the other for split testing purposes, and then place several "related" keywords into the group. At this point, don't worry if the ad that you wrote matches EXACTLY with each keyword. It's not possible at this time, because you're placing related keywords into this 1 group to get a good feel for which words will bring you the most traffic.

After some time goes by, you'll notice that some keywords are bringing more traffic to your website that you would have expected. (i.e. getting you more clicks than you would have initially thought).

This is where the "Peel and Stick" method comes in so very handy. These keywords that you notice are getting you more clicks, you'll want to "peel" them and "stick" them into their own ad group.

Why?

Simple... Because if you can write an ad that is specifically written for each of these high performaing keywords, you WILL increase your clickthrough rate (the number of people that click on the ad). Increasing the clickthrough rate will do 2 things:

1.   **Get more visitors to your website to see your sales message**

2.   Lower the price you're currently paying for each visitor. Remember, Google rewards good advertisers, by lowering the price you'll pay per click, the higher you can get your clickthrough rate. So, obviously, the goal is to get as high of a clickthrough rate as possible.

So, what we've essentially done here is:

1.   **Found a few keywords that are sending us a good amount of traffic, but don't have as high of a clickthrough rate as they could.**

2.   "Peeled" those keywords from the "generic" ad group we started with.

3.   **"Stuck" those keywords into their own ad group**

4.   Wrote a killer ad, specifically taylored around these keywords

After doing this, what should happen is...

1.   **You'll increase your clickthrough rate**

2.   You'll get more visitors to your website

3.   **You'll presell your visitor better BEFORE they get to your website, just by viewing your targeted ad**

4.   You'll pay less per visitor because of the increased clickthrough rate

5.   **You'll increase your Adwords ranking**

Now, you tell me... Is this something you should do everytime you start an Adwords campaign? You bet your britches! :-)

Just to make sure you understand, let's do a quick example so I can show you exactly what the "Peel and Stick" method is.
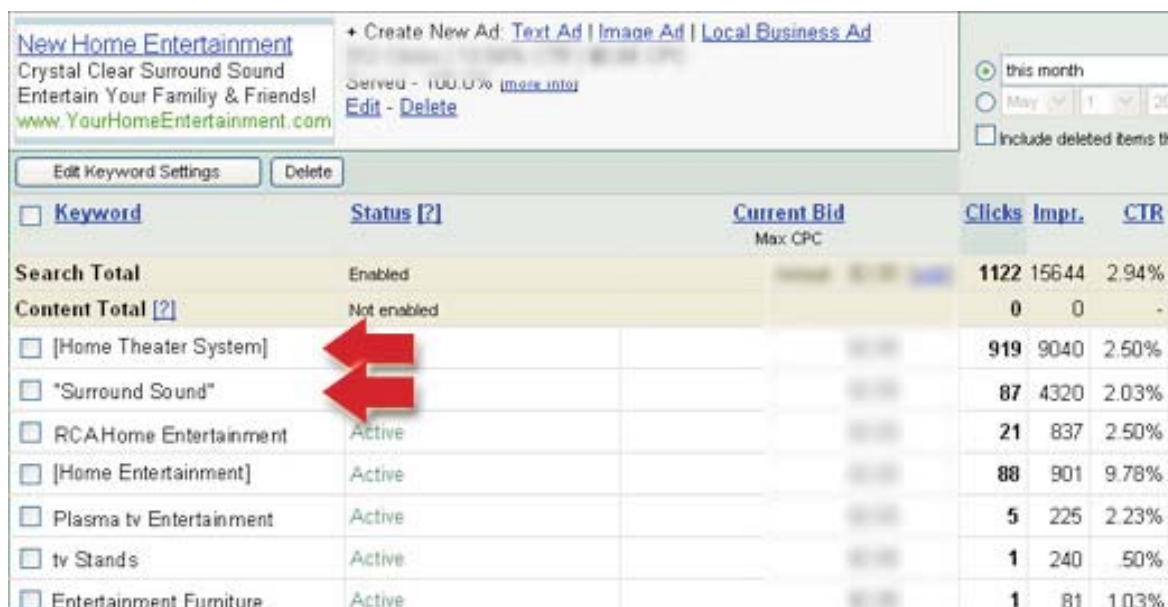
Step 1: We'll take a large group of keywords and plug them into 1 ad group. Our keywords are all somewhat related to home entertainment systems...

Step 2: Over the next few days/weeks we'll track our results, paying close attention to the number of clicks each keyword is getting, as well as the number of clickthroughs each keyword gets.

Step 3: After a few days/weeks go by, we'll start top notice some keywords getting quite a bit more clicks than the others. This is where we peel and stick, IF the original ad wasn't written specifically based on those keywords. Below you'll see a "fake" campaign that I've created to show you an example of what we need to do next...

Keep in mind that there are MANY more keywords listed below the last keyword in the screenshot. I didn't want to take a gigantic screenshot, so just remember there are many more keywords in this group that we've created.

Below you'll see 2 arrows pointing to 2 keywords with a high number of clicks.

Home Theater System got 919 clicks

Surround Sound got 87 clicks

Home Entertainment got 88 clicks, but because the clickthrough rate is so high, and the ad written already targets this keyword well, we'll leave it here and won't "peel" it.

We will, however, "peel" the keywords:

- Home Theater System

- Surround Sound

... and we'll place them into their own group. And then write an ad that is written specifically for people entering each of those keywords.

Our new ads would look something like this:

Home Theater System
Entertain Your Friends & Family
With Your Brand New Theater System!
www.YourHomeEntertainment.com

Surround Sound Guide
Don't Get Surround Sound Until You
Read This Shocking Special Report!
www.YourHomeEntertainment.com

You'll notice that the Headline of each ad contains our main keyword, which Google will **bold** for us. It's a proven fact that you will increase your clickthrough rate by including your main keywords somewhere in the ad... Usually the headline is the best place. Or you could even include your keyword in both the headline AND the ad like we've done in the ad on the right, above.

Once we've "Stuck" these super performing keywords into their own ad groups, we'll soon notice that our clickthrough rates have risen, accomplishing our goal... which, as I mentioned above is to:

1.   increase your clickthrough rate

2.   get more visitors to your website

3.   presell your visitor better BEFORE they get to your website, just by viewing your targeted ad

4.   pay less per visitor because of the increased clickthrough rate

5.   increase your Adwords ranking

6.   ... and lastly, Make more sales!

The "Peel and Stick" method is one of the most important Adwords techniques you can do to increase your bottom line. Use it wisely and use it often and you'll be 1 step ahead of the other guy that hasn't taken the time to do this... and is probably losing money :-)

By this time, I'm hoping you've taken some sort of action and at least have opened an Adwords account and have started playing around with it a bit.

Also, hopefully you've used Keyword Elite to generate lots of keywords for you, and have found several potentially proftable niches to start promoting.

In the next 'bonus chapters', I'll be showing you specifics on how I use Keyword Elite in conjunction with Google Adwords AND Adsense to make extra money online, so pay close attention.

Chapter 7: Bonus Chapter

Finding Profitable Markets

The single biggest mistake many people make when starting a business is they'll create a product... usually based on something they just enjoy doing, which in and of itself isn't bad, BUT... after they spend months creating this product, it's finally time to start making money selling it.

This is where many people run into MAJOR problems. They have no idea where to find the people that want to buy what they have to offer. They end up spinning their wheels and finally realize that nobody wants to buy their latest and greatest product that they've spent months of their life creating.

Not only can this be extremely frustrating, but it ends up being a complete waste of time and money!

What people should be doing is finding the "market" FIRST and THEN create the product based on what the market wants. That is so much easier than creating the product and then "finding" the market, which might not exist in the first place.

Ok, now you might be saying to yourself... "Brad, this is nothing new... we all know this already." If that's you, great... but I wanted to start this chapter with those few, very important points, before we get to the meat of the chapter.

In this chapter I'll be showing you 1 very good way to find profitable markets. Once you find these markets you could either create Adsense websites based on the topics OR you could create entire products around the topic... OR better yet, you could do both!

So, let's begin...

We'll start off by doing some Keyword Research. We need to find out what words people are search for online. The more times someone searches for a word, the more popular that word is.

Makes sense, right? :-)

There are many different ways to find out roughly how many times, per month, people are searching for various keywords. The free way of doing this is to use the Overture search

term suggestion tool. I use [Keyword Elite](#) to gather this data, but if you want to go the slower, cheaper route, use Overture.

So, we'll go to http://www.inventory.overture.com and we'll start our keyword research. In this example, let's start off with the main topic "gardening".
You can see down the left hand side are numbers. These numbers represent the number

Keyword Selector Tool

Not sure what search terms to bid on?
Enter a term related to your site and we will show you:

- Related searches that include your term
- Estimated number of times that term was searched on last month

Get suggestions for: (may take up to 30 seconds)

gardening

Note: All suggested search terms are subject to our standard editorial review process.

Searches done in March 2006	
Count	Search Term
273643	gardening
17246	organic gardening
15710	container gardening
8422	gardening tip
8334	gardening gift
7588	gardening tool
7018	gardening supply
6562	vegetable gardening
5970	hydroponics gardening
5491	gardening gloves
5404	gardening catalog
4165	flower gardening
3222	square foot gardening

of times that the keyword has been search during the previous month, within the overture.com search engine. Typically, you can multiply that number by about 7, to come up with the number of times that word has been searched in Google.

We'll call the numbers under the "count column", "Searches". So the keyword: organic gardening was searched for 17,246 times last month.

Next, we need to see how much competition there is for each of these keywords. By competition, I mean how many other websites there are that seem to be promoting something related to each keyword.

... and here's how we can do this.

We'll go to Google and enter the keyword "organic gardening".

When we do this, you can see that there are 17,000,000 websites in Google that are listed for the search term "organic gardening". That sure is a lot of competition.

Now, here's a little trick that you should do to REALLY find out which websites are actually promoting something related to "organic gardening". There's a little search command you can enter into Google and Google will only display websites that contain the keyword in the Title of their web page only.

Think about it... If the website doesn't have the keyword in the title of their site, chances are... they probably aren't promoting the product, but maybe just mention the word once or twice on the page.

So, by using this special search command, we'll be able to get a MUCH better estimate on the actual number of sites promoting something related to this keyword. Let's go back to Google and enter this special search command: allintitle: organic gardening
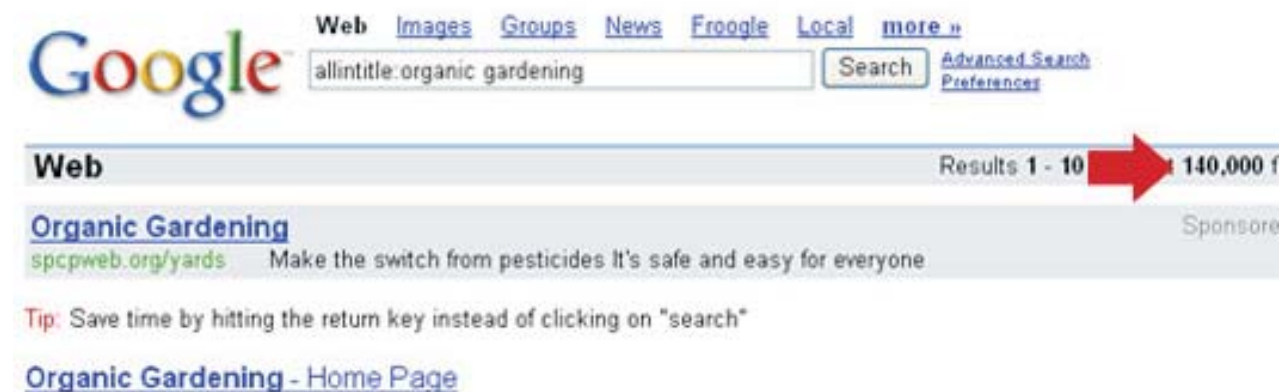
You can see when we do this, the number of websites decreases all the way to 140,000!

That's a much more reasonable amount... Don't you think?

Alright, we'll call this number (140,000) "Results"

Once we have these 2 numbers, we can use them to calculate something called an R/S ratio, which is basically a ratio used to determine how much demand there is for a product/keyword.

R = Results

S = Searches

From our example above, we've said that the keyword "organic gardening" was searched 17,246 times last month, so S would be 17,246.

We've also found that their were 140,000 websites advertising this keyword, so R would be 140,000

Now, let's divide the 2 numbers

140,000/17,246 = 8.12

Our R/S ratio for this keyword is 8.12. I know from experience that this isn't a very good R/S ratio. Typically the lower the number is, the more profitable the keyword will be for you, should you decide to create a website based on the keyword.

What you'll need to do is go through each of the keywords in your list and come up with R/S ratios for all of them. Then, pick the keyword(s) that have a low R/S ratio and yet have quite a few searches the previous month.

I know what you're saying... This is hard frickin' work! You're right... I hate doing it.

So, let me show you a much easier way to do this, using [Keyword Elite](). This is a cool new tool that saves me a heck of a lot of time and I figure, what the heck... I might as well show you an easier way to do this... but remember, you don't have to do it the quick way. You CAN do this manually if you want.

Using Keyword Elite to find a profitable keyword market in a couple minutes!

I'm going to use [Keyword Elite](#) on the keyword "gardening" and I'll find a profitable keyword for you right away. I've not started with this keyword before, but I can pretty much guarantee [Keyword Elite](#) will find a profitable keyword based off of the keyword gardening. So let's begin.

Step 1

Open up [Keyword Elite](#) and run project #1. Enter The keyword "gardening" into step 2. Select the Overture checkbox and slide the slider up to 400 results. Click ok.

Step 2

Select all the keywords that [Keyword Elite](#) has generated for you. (Keep in mind when you used the Overture search tool earlier, it only gave you 100 keywords. [Keyword Elite](#) has just given us 400... and we could have selected even more by sliding that slider up further.)

Right-Click on the mouse and select "copy keywords to project 2"
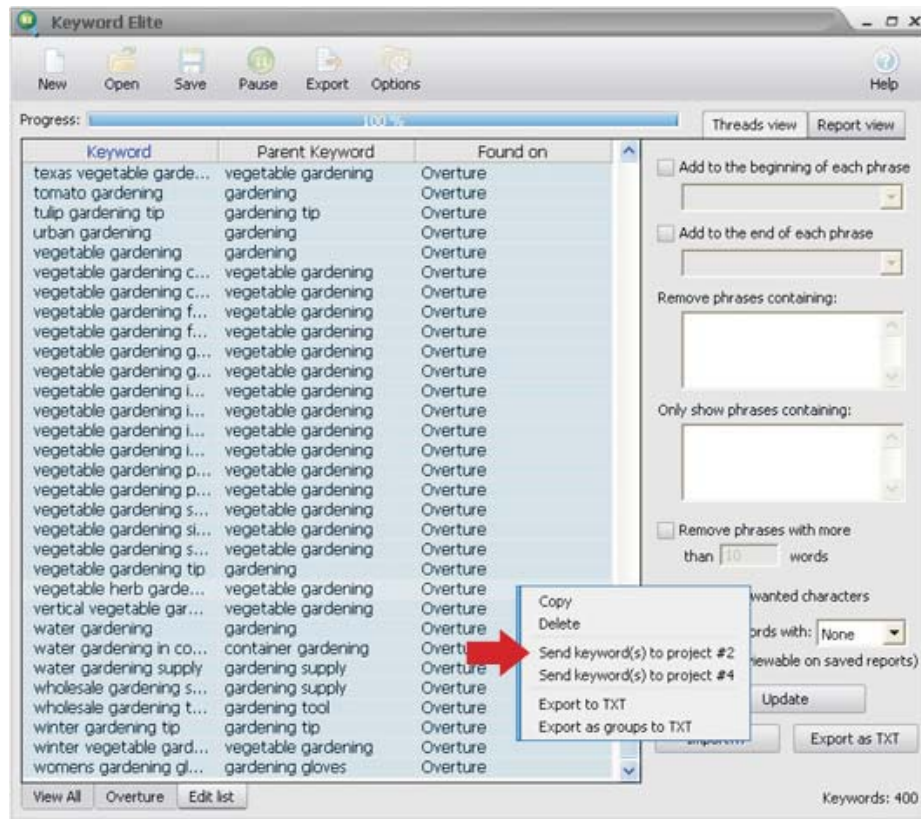
Step 3

Select only the Google checkbox under step 3. Select only "top bids" under step 4. Under step 5 choose only Google broad match and click ok.
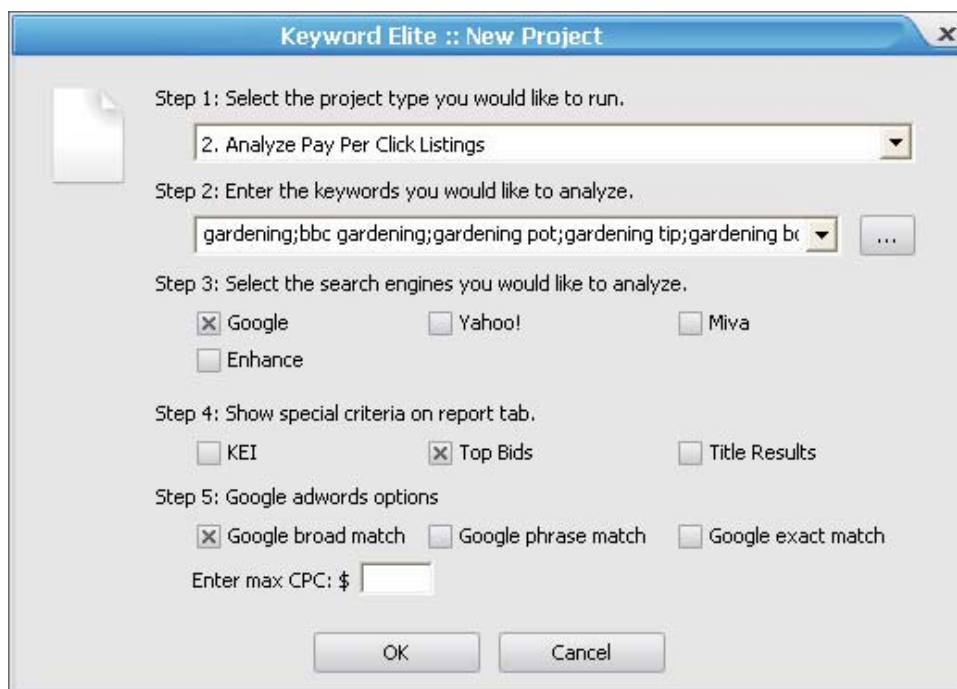
Step 4

Click on the column heading titled "Searches" to sort the keywords in descending order, with the keyword being searched the most at the top.

Alright, now all we need to do is scroll down and look at the R/S ratio, which has automatically been calculated for us for EVERY single keyword. We'll look for keywords that have been searched for quite often and have a low R/S ratio... As we scroll down I've already found a potentially profitable keyword: gardening tool

You can see from the edxample above that the keyword "gardening tool" was searched for 7,588 times last month and has 14,700 competing websites... which gives us an R/S ratio of only 1.94!

This appears to be a starving crowd. With that many searches each month, you could pretty easily create a websites based on all sorts of Gardening Tools. You could either sell actual gardening tools OR you could write articles related to different gardening tools and then ad some Adsense to those pages... Get search engine traffic and with a top ranking, you could easily make quite a bit of money with that many searches each month. Given that there are only 14,700 competing sites, it makes your chances of ranking well, MUCH easier.

We could easily do this with other keywords that Keyword Elite has found for us. As we scroll down further, you can see other keywords like: gardening tip

This only has an R/S ratio of .10! That's incredible. Create a website based on gardening tips and with only 880 competing sites, don't you think you could beat these other jokers? :-)

... and more keywords like: raised bed gardening

I don't even know what that is... but I betcha it's a profitable keyword!

You can do all sorts of things with this information. Click on any column in Keyword Elite to sort the rows. If you click on the R/S column, you can show the lowest R/S ratios at the top and work your way down. I use this 1 feature every time I want to find a new market to exploit. It's essential for me.

Well that wraps up this chapter. I hope you've already started to put into practice some of the things you've learned so far. If not, make it a point to start today!

Chapter 8: Bonus Chapter

Finding High Paying Adsense Keywords

With all the buzz and hype floating around the internet, many have heard it's possible to make BIG bucks with the Google Adsense system.

While that is true... the truth of the matter is, most people aren't making big bucks. The typical Adsense advertiser makes a whopping $1.00 a day. I don't know about you, but $1.00 a day isn't really much to get excited about.

Today I'd like to focus on a couple strategies that I personally use to make A LOT of money with the Google Adsense system. What's nice about this strategy is it's very easy to repeat, over and over and over again in ANY market... at any time.

So, let's get started, shall we? :-)

For these examples below, I'm going to be using the help of the powerful tool I talked about in the last chapter, called Keyword Elite. If you don't have Keyword Elite, that's ok. Just pay attention to the general principles I teach below. You can manually do this stuff without any software product, it just takes a bit more effort. It's the "idea" that's the powerful point I want to teach, so pay close attention. This will make you more money. That I can "nesarly" promise you.

Money Making Method #1

You may have seen many companies selling, what they call, "high paying Adsense keyword lists". Just go to Google and type that in:

http://www.google.com/search?sourceid=navclient&ie=UTF-8&rls=GGLD,GGLD:2004-21,GGLD:en&q=high+paying+adsense+list

You'll see that there are many websites that are devoted ONLY to displaying these high paying Adsense lists. And quite a few websites actually selling these lists!

Now, the great thing about Keyword Elite is you can create your own high paying Adsense keyword list, and it's SUPER easy!

Here's what you would do:

First, run project 1, titled "create keyword list". In this example let's build our list off of the keyword "insurance". So, I'll enter the keyword "insurance" into step 2.

Next I'll select the method of finding keywords. Here I'll only select Ask.com. Selecting this option is the fastest way to build a large keyword list.

In step 4, I'll select to return 1000 keywords. Then I'll click "ok"
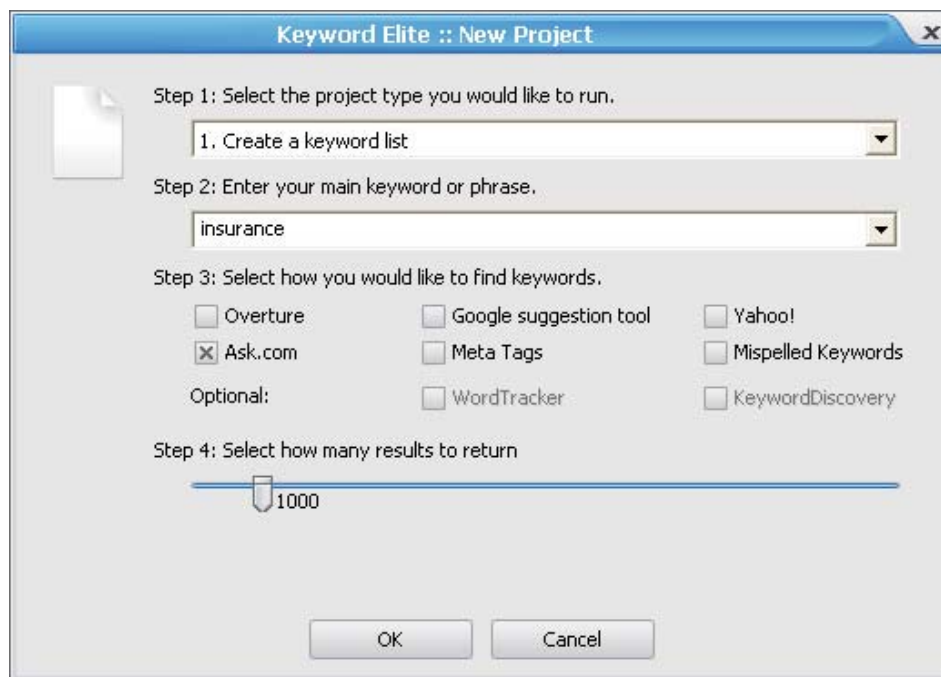
Note: You'll notice that Keyword Elite looks VERY similar to the layout of SEO Elite, so if you already own SEO Elite, you should be able to easily adapt to using Keyword Elite.

When Keyword Elite is done processing I'll click on the "report view" tab and then the "Edit list tab" located on the bottom left hand side of Keyword Elite.

Next, I'll click on the top keyword in the list... Scroll to the bottom of the list and click the bottom keyword, while holding the SHIFT key on my keyboard. This will select all of the keywords and they will be highlighted as shown below:
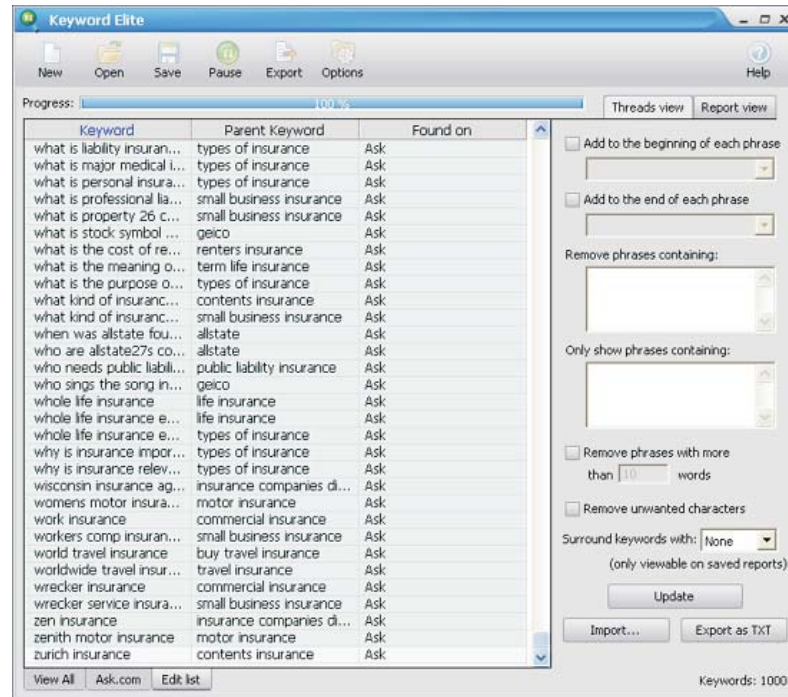
You'll notice there are a TON of Advanced editing options to make your keyword list bigger or smaller etc, but for now... we'll ignore all of those options and only be concerned with the steps I'm taking you through, so we can create our high paying Adsense keyword list.

Alright, next, I'll "right-click" my mouse and select the option "send keywords to project 2". Project 2 is titled "Analyze PPC competition". When I do that, I'll see the small window shown to the right.

Because we are only concerned about creating a high paying Adsense keyword list, we'll uncheck all of the search engines except Google, from step 3. Under step 4, we'll uncheck everything except for "Top Bids" and lastly, under step 5 we'll check "Google Exact match".
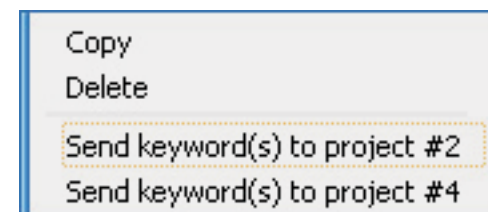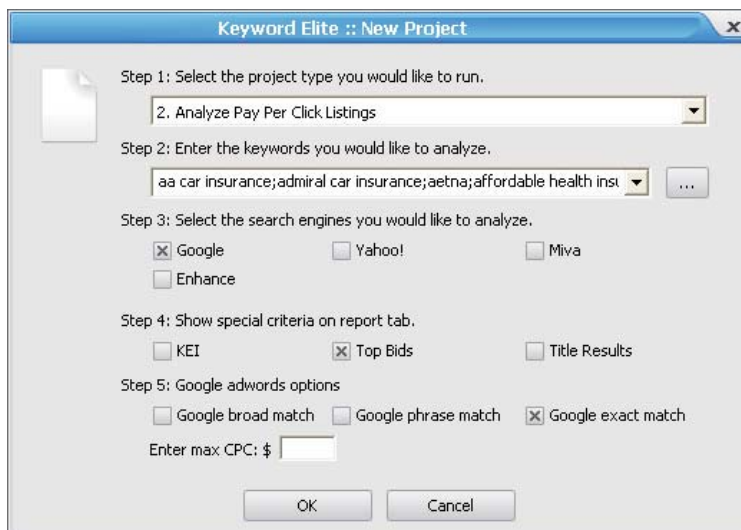
All of the other data in step 4 and 5 is very valuable information, but because we really only want to know how much money people are bidding for these Adwords keywords, we'll only check the "Google Exact Match" option.
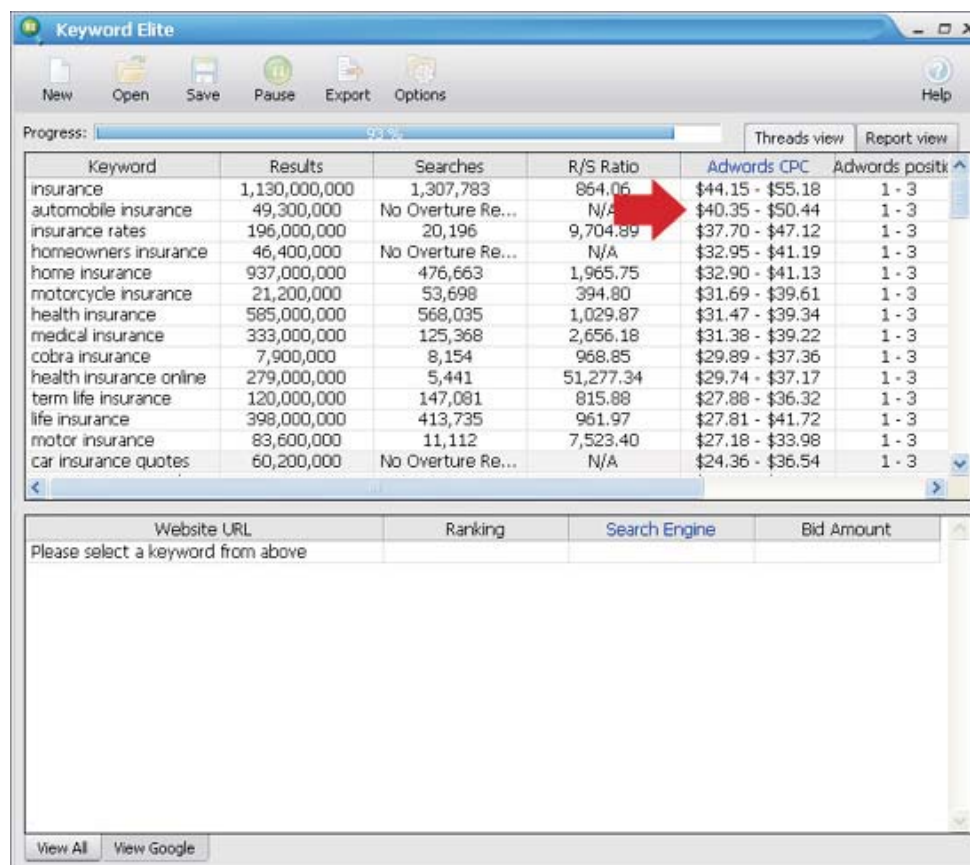
Then we'll click "ok" and let [Keyword Elite](#) do its thing...

Next, we'll click the report view tab. We'll scroll to the right until we see the Adwords CPC (exact match) column. This column tells us roughly how much the top paying Adwords advertisers are paying, per click, for each of these keywords.

We'll want to sort this column in descending order, so we can see the highest paying keyword at the top.

The way Adsense works, is the more money that advertisers are paying, per click, for the keyword in Google "Adwords", the MORE money you'll be paid via Adsense, for displaying their ad on your site via Adsense! So... the goal here is to select those keywords from the top of the list, that are costing advertisers the most per click.

Ok, so after we sort the column in descending order, you can see that the keyword "automobile insurance" is the second most expensive keyword on the list. What we can then do is go back into Project 1, "create a keyword list", and do just that... Create our keyword list based off of this 1 high paying keyword.

We'll do just as we did before by using the Ask.com option, but this time, we'll raise the slider in step 4 up to roughly 2 or 3 thousand.

Click "ok" and Keyword Elite will create our list of keywords, based on this high paying Adsense keyword we found earlier.

From here, we could either:

Use the 2,000+ keyword list that Keyword Elite generates, and plug it into some web page generation software to create a few thousand page website for us in a couple of minutes, based on each of those high paying keywords we just found. I'll recommend some good page generator software programs in later chapters... So keep your eyes peeled for that.

Or, you could take the top, say 45 highest paying keywords from the sorted list of keywords you created earlier, and either write 1 article based around each keyword, yourself, OR hire a freelance writer from Elance.com to write the articles for you.

Once you have your site created, slap some Google Adsense ads up on the website and you're set to start making money with Google Adsense! You'll be surprised to know that some high paying keywords will actually earn you upwards of $5.00+ per click! That money can really add up quickly if you find those high paying keywords.

If you don't have an Adsense account, you can sign up for a free account by clicking on the image to the right.

Money Making Method #2

We kind of covered this option above, but I want to mention it briefly again, incase it slipped by you the first time around. I mentioned that many people online are either creating websites to display high paying Adsense keyword lists OR they're even selling these lists for profit. Now, what you can do with Keyword Elite, is you can create **your own** high paying keyword list. With these high paying Adsense lists, you can create many niche websites containing content revolving around the high paying keywords...

OR

You can do as these other people are doing and you can actually sell these lists and start up your own little business!

OR

You can create your own "high paying Adsense list website" and attract search engine traffic and visitors by simply displaying these lists on your website for free. Slap some of your

own Adsense ads up on your website, and you'll be earning some Adsense income in no time!

Here's an example of a website doing just this:

You'll notice that their adsense ads are blended well into the top of the web page. I found this website by going to Google and entering the words "high paying Adsense Keyword"... This is how they get traffic to their website. Once the traffic is there, someone might click on their Adsense ads, and then they earn commission that way. Brilliant... and something that you can and should be doing!

Those are a couple of the super easy ways of making some extra income, with very little effort involved. Let's move on to the next chapter, as I dive into some other strategies you can use to make to make money via the Google Adsense AND Adwords system.

Chapter 9: Bonus Chapter

Finding Profitable Keywords

Over the past several years Google Adwords has become THE most effective way to guarantee a steady stream of traffic and income for your website.

With that being said, it's also become pretty tough to keep Google from taking your money... Adwords courses have popped up left and right claiming to teach you the "secret" to making money with Google Adwords. While these courses DO teach you different strategies for improving your clickthrough rate and the quality of your Adwords ads, they fail when it comes to one MAJOR aspect of Google Adwords, and this is...

Finding profitable keywords!

Without profitable keywords, you're not going to make money, no matter how well written your ad is.

Well, in today's chapter, I want to let you in on the 1 TRUE "secret" to finding profitable keywords in the Google Adwords system. I'll take you through a step by step example that will show you what I do to virtually guarantee I find profitable keywords. So, let's get started...

Step 1

This isn't a lesson on product development, so I'm assuming that you already have a product you want to promote. Ok, once we have our product, we need to go to Google and enter some very broad search term related to our product.

In this example, let's choose the keyword "keyword research". You can choose any keyword that's related to your product. In this example, my product is a keyword research software program, so I chose the keyword "keyword research".

Step 2

Once we do this, we'll want to pick one or more of the websites that are advertising in the Google Adwords section of Google. You can see above that I've chosen www.webseodesign.com

This is the website that I'll be monitoring over the next several weeks. Keep this in mind because it's very important.

The idea here is that the longer a website bids on a keyword, the greater the chance that the keyword is profitable (i.e. It's making them money!)

The same can be said in the "real world" as well... The longer an ad runs in a magazine, tv, or a newspaper, the greater chance it's making the owner money, or he wouldn't keep advertising the same ad.

This information is GOLD and isn't to be taken lightly...

Step 3

The next step is to use a keyword generation software program OR come up with a big list of related keywords yourself. I'd recommend at least using a free keyword tool like the Overture search term suggestion tool (http://www.inventory.overture.com) and entering your main keyword. Personally, I find the free tools don't give me the number of keywords I need, and they also work much slower. I use Keyword Elite to generate bigger lists of keywords... But, like I said, you can still use a free tool and it should work "ok".

To keep it simple for this example, we'll use the Overture search term suggestion tool. If you do have Keyword Elite, use that software instead.

We'll enter the keyword "keyword research" into Overture and click "ok"

You can see that the Overture tool gives us a larger list of keywords we can work with. We'll then need to copy and paste

Keyword Selector Tool

Not sure what search terms to bid on? Enter a term related to your site and we will show you:

- Related searches that include your term
- How many times that term was searched on last month

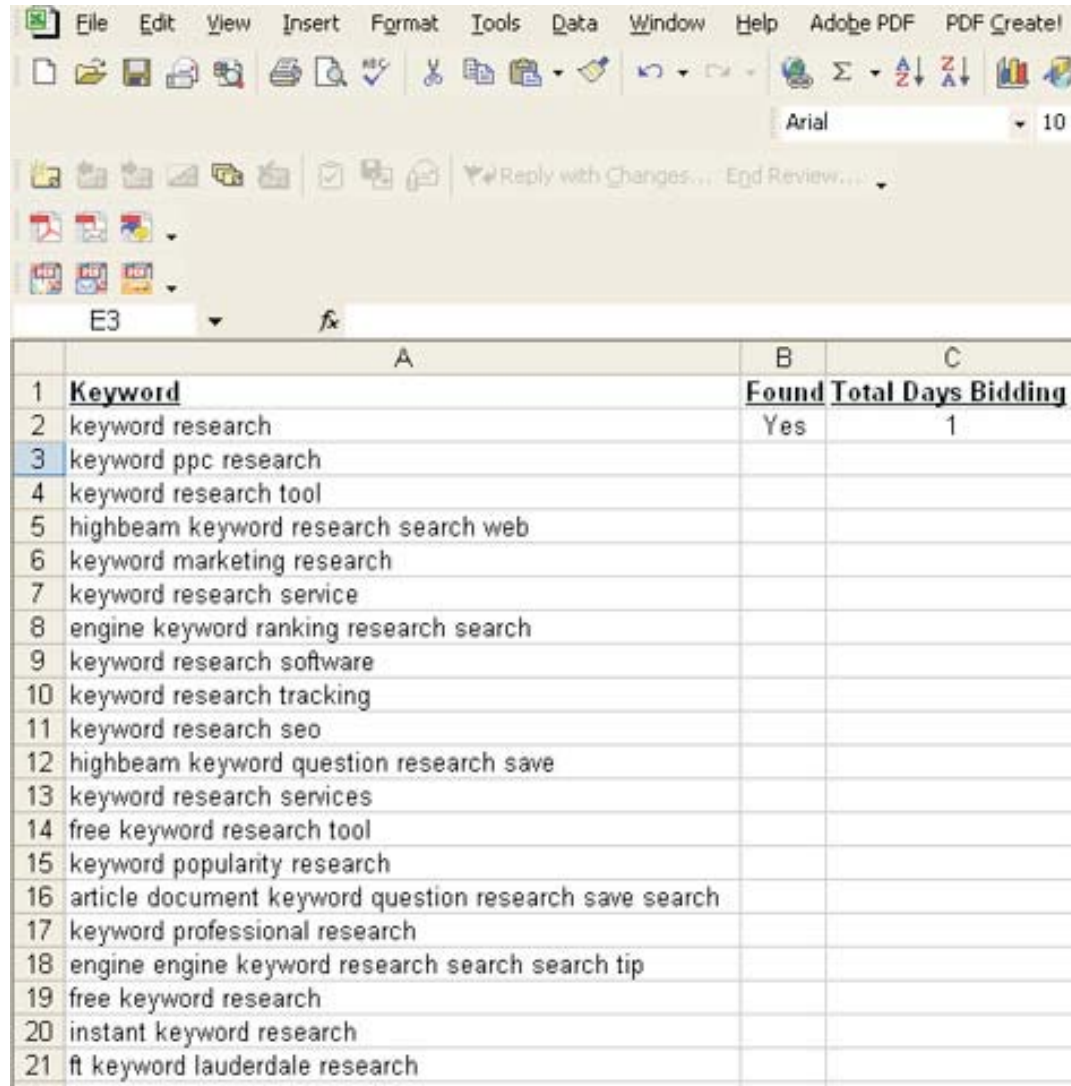Get suggestions for: (may take up to 30 seconds)

keyword research

Note: All suggested search terms are subject to our standard editorial review process.

Searches done in March 2006	
Count	Search Term
1658	keyword research
1329	keyword ppc research
455	keyword research tool
259	highbeam keyword research search web
253	keyword marketing research
189	keyword research service
161	engine keyword ranking research search
141	keyword research software
141	keyword research tracking
136	keyword research seo
131	highbeam keyword question research save
121	keyword research services

those keywords into an Excel spreadsheet. What we're going to do is we'll go back to Google and "one by one" we're going to see if www.webseodesign.com is bidding on any of these keywords.

Take a look at the Excel spreadsheet below to see what I mean...

All we need to do now is go through our list of keywords and manually check Google to see if our website is advertising using each of the keywords. We'll do this once every 1-3 days and update our spreadsheet accordingly.

After at least 3 weeks, we'll then look at our spreadsheet and take those keywords that www.webseodesign.com has been bidding on, for the longest period of time... and use those keywords for our own Adwords ad, nearly guaranteeing our chances of also being profitable!

The principle is very simple here. Don't gloss over this... The longer a website is advertising with a keyword, they're either making money with the keyword OR they're extremely stupid and are throwing money away. Chances are, it's the former.

For the longest time, I did the exact steps above manually like I've shown you. It works very well, although it does take a bit of time to manually check each keyword and update your spreadsheet. Especially if you have, say 100 keywords... let alone 1,000!

That's when I got smart, or I guess you could say... lazy.

Earlier I mentioned I use Keyword Elite to generate big keyword lists, well, I also use Keyword Elite to automatically do the process above for me. I don't have to do anything but paste in the URL I want to analyze, and paste in the keywords I want to monitor. Click ok... and Keyword Elite does all this for me :-)

Let's go through the steps using Keyword Elite, for those of you that already own Keyword Elite or if you decide to ever get a copy, you'll know exactly what to do to get tons of profitable keywords quickly.

## Using Keyword Elite to get your profitable list of keywords...

Step 1

Open Keyword Elite and select project 5 and click "ok"
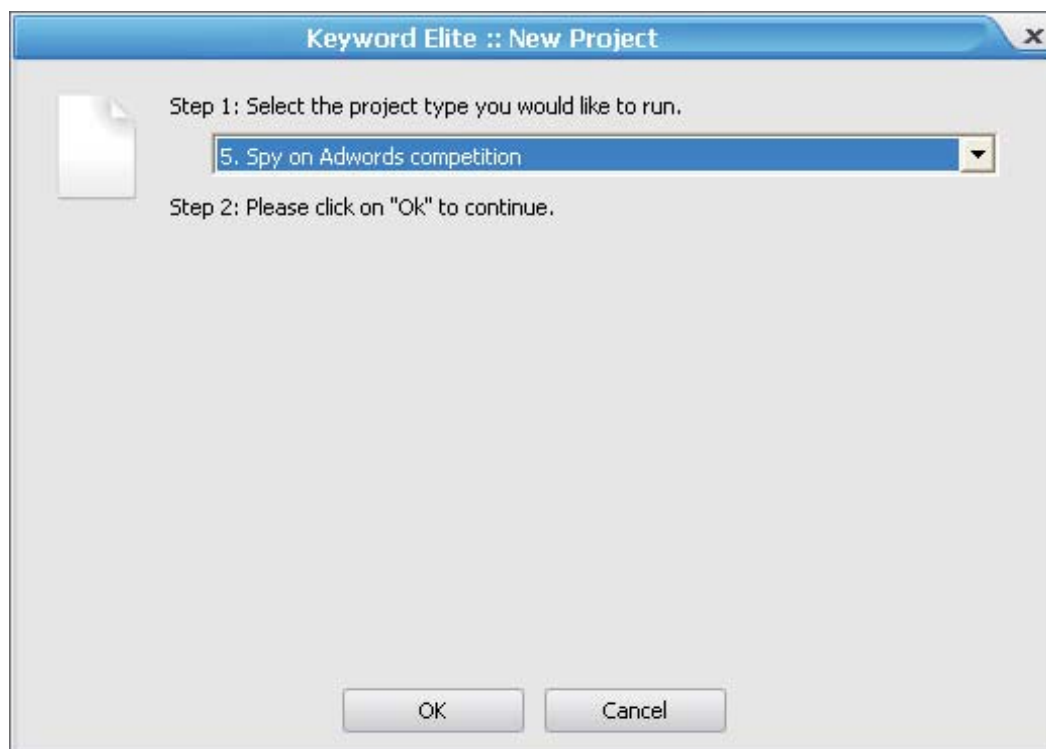
Step 2

Click the "new project" button and then enter a project name. We'll just enter a project name titled "keyword research" since that's the name of the main keyword we used to generate our keyword list. The project name can be anything, but should be something you'll remember later. Reason being, you can create as many projects as you want, to track as many keywords and websites as you want...
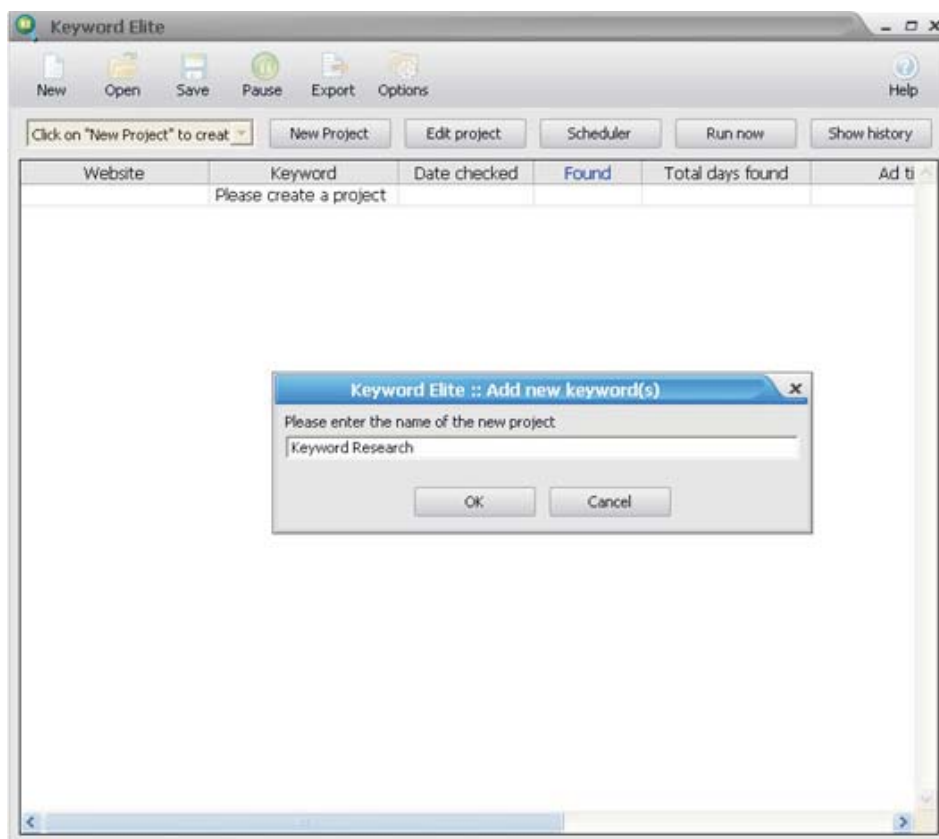

Step 3

Click the "edit project" button to enter our keywords and URL. We'll enter the website URL: www.webseodesign.com

and the keywords:

keyword research
keyword ppc research
keyword research tool
highbeam keyword research search web
keyword marketing research
keyword research service

engine keyword ranking research search

keyword research software

keyword research tracking

keyword research seo

highbeam keyword question research save

keyword research services

free keyword research tool

keyword popularity research

article document keyword question research save search

keyword professional research

engine engine keyword research search search tip

free keyword research
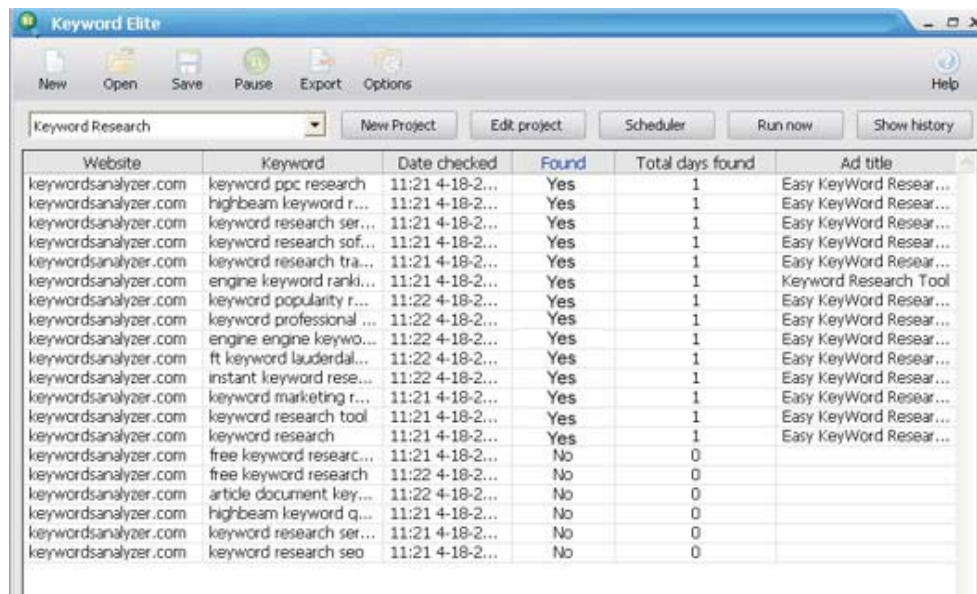
instant keyword research

ft keyword lauderdale research

If I were to only use Keyword Elite, I would have generated a keyword list of over 5,000 keywords and then just copied those keywords into project 5, which would only take a couple minutes... but in this example, let's just use this small keyword list that the Overture Search Term suggestion tool created for us.
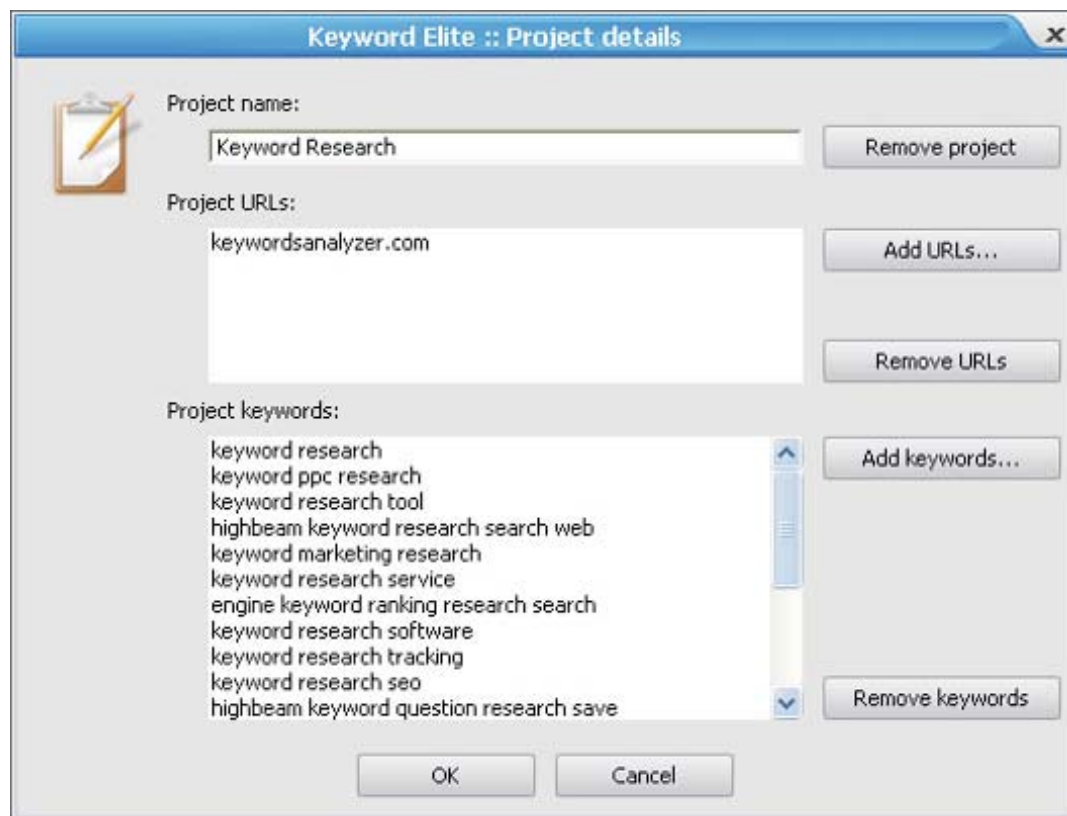
Click "ok"... and then move to the next step.

Step 4

The next step is to just click the "run now" button and Keyword Elite will then go to Google and will tell us whether the website is bidding on any of those keywords listed. It only take a couple seconds to complete. When finished, the screen will look like this:

Keyword Elite will show you the website you're monitoring, as well as the keyword, The date Keyword Elite checked to see if the website was bidding on the keyword. Whether the website is bidding on the keyword, the number of days the keyword has been found... And it will also list the Title of the ad, the description of the ad, and the actual URL being used in the ad.

On top of that, you can even set Keyword Elite to run on a scheduler at a specified time each day, so you literally have to do nothing once you've input your keywords!

To set it on a scheduler, just click the scheduler button and you'll be prompted through a little wizard asking when you'd like to run Keyword Elite, as shown below:
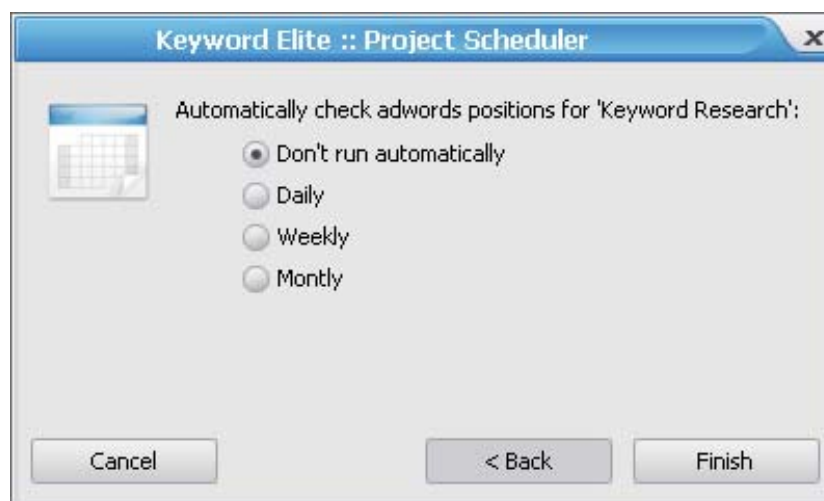
As you can see, whether you decide to go the manual route, OR the automated route, you'll get the same results... and that is, you'll make money, and better yet... you'll prevent Google from taking your money!

I hope this chapter has provided some insite into what you really need to be doing before you even think about setting up a Google Adwords campaign.

That wraps up the final bonus chapter. At this point you should know everything you NEED to know to earn a steady income with Google Adwords AND Google Adsense. All that is left for you to do now is to 'TAKE ACTION'. I strongly urge you to take what you've learned in the past 85 pages and do at least 1 thing right now. Not tomorrow… but right now!

I wish you all the best and I'll leave you with that. The rest is up to you. Good luck!

All the best,

Brad Callen
Professional SEO
http://www.keywordelite.com/