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Foreword

Google AdWords is a very substantial revenue earning tool for the Google search engine. This is their main advertising product and it successfully manages to bring in several billions of dollars worth of revenue each year.



Amazing Adwords Attack

Get More Traffic With Adwords Easily

Chapter 1:

Adwords Intro

Synopsis

The AdWords work in a system where there are offers of pay-per-click advertising, cost-per-thousand advertising, or site-targeted advertising for text, banner, and rich –media adverts.



About Adwords

Covering the world over both in local and international distribution the AdWords text is usually short and sometimes consisting of only one headline of perhaps 20 – 25 characters. It may also be accompanied by other equally short text lines of a choice of one or two lines.

Those interested in using this style of advertising tools, usually decide before hand what words would be suitable to be included in the list that would then trigger their adverts when a search is being initiated.

The maximum amount payable per click will also be decided upon. Once this is done, any search done will have the inclusion of any of the pre chosen words which in turn will allow for the other sites to be displayed as further linked attractions on either side of the opened site or at the top of the said page.

Since the success of exposure for the individual site is directly linked to the amount of business that can be garnered, the choice of AdWords is of utmost importance. Therefore there is a vital need to create ads with the most popular keywords or phrases. These will then ensure the other links are opened up when a search is done.

When potential browsers are connected to the individual's site through the keywords, then the relevant audience is garnered. This then creates the scenario where the relevant information has successfully linked the advertiser to the potential customer.

Chapter 2:

Getting Around In AdWords

Synopsis

There are many useable techniques and strategies that an individual can apply when deciding on how to get around the powerful Google search engine without running into trouble.



How To Get Going

Using the correct method suited for the individual's website, will ensure the optimum amount of interest and direct the highest amount of quality traffic to the said site. This of course translates to the best possible means of garnering the desired revenue.

As Google offers among the highest amount of quality traffic possibilities online, the answer is in how best to harness this power to benefit the individual's site. Basically the idea is to get around the changes made by the Google AdWords before it negatively impacts the individual's campaigns.

Getting around the AdWords can ensure one does not have to pay skyrocket bid prices. It also ensures that there is less difficulty involved in getting the ads featured and thus avoids displacements.

Diminishing the possibility of having a good quality score being adjusted to a lower one or having it taken away altogether can be avoided with some knowledge on how to get around the AdWords that Google uses.

Avoiding the possibility of having the site termed as inactive for search or consistently causing less traffic to visit the site can also be achieved.

The internet marketing element is a very detailed oriented business; therefore it is almost essential to be able to navigate through the many possibilities to be able to outsmart the tools the search engine enforces.

Staying current is very important and allows for all links to be steered and traffic to be driven to the sites affiliated. Thus using the up-to-date versions of the AdWords also ensures the unlikely scenario of having negative repercussions to the site and keeps the site as current as possible.

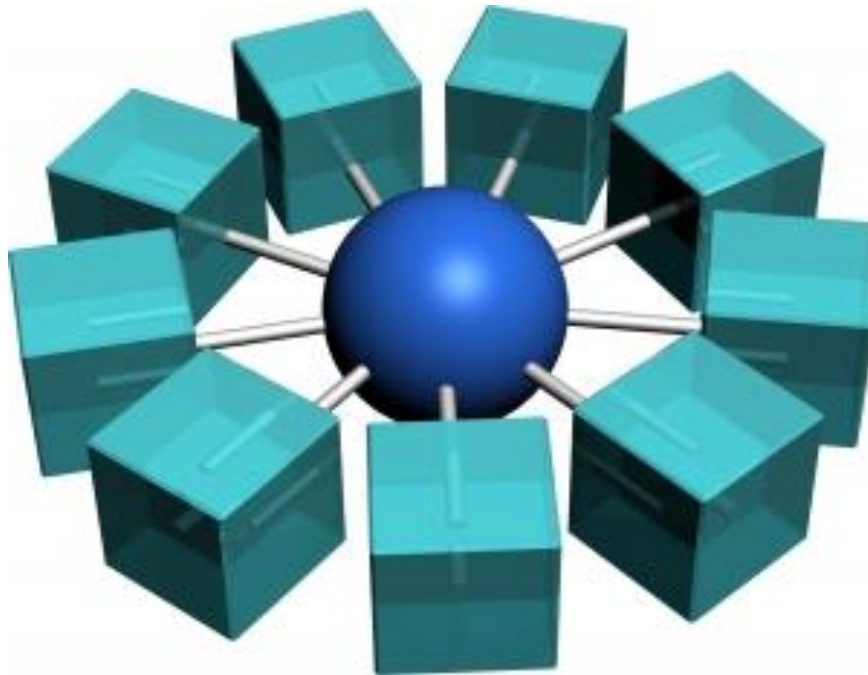


Chapter 3:

Starting A New Campaign

Synopsis

There are several steps that need to be launched when considering starting a new campaign. Some of these steps can be fairly simple and yet others may require a little assistance, but all should follow a general pre designed formula.



Get A Grip On It

These steps may include some of the following:

- Deciding on specifying a name, title or optional description for the campaign would be one of the first things to consider. This choice has to be carefully considered as it will act as the gateway that will cause any possible attractions to the site.
- If the new campaign requires some sort of time line to be implemented, then the beginning and ending dates should be decided upon and included in the format chosen. This will delete the necessity of having to monitor, tabulate, and manually stop the campaign. This is especially important as these time lines give the potential surfer the opportunity to make the decisions required within the time frame stated and not be disappointed when the time frame has expired.
- Information items are optional though it does allow for the proper management of the said campaigns and to effectively keep track of any progress negative or positive.
- The use of email being sent to specific group which may be identified as possible interested parties is also encouraged. This email functions as invitations for the potential customer to visit a particular site or register at a particular site. This is then followed up with an acknowledgement of sorts.

- After a given period of time has lapsed, another email should be sent out to prompt those who didn't respond to the first email sent. This can also function as a reminder to all who happen to open the link or happen to visit any connected links.



Chapter 4:

How To Set Up Your Campaigns

Synopsis

There are several ways to set up a campaign module but some are more effective than others. In order to be able to set up a successful campaign module some research needs to be done and then the appropriate choices can be made. Making an informed choice can make the difference between setting up a successful campaign and setting up one that is doomed to fail.



The Ins and Outs

Having a long term strategy of building up good quality inbound traffic or links will ensure the best results for the site. It is also ensures the intended target audience is reached.

Details like numbers, search engine names; search engine URL, link pages by category where the site can be linked to, a submission page design, the logged date of submission, and any other dates added and any possible submission comments should be included in a data collection spread sheet.

In the submissions tab the following categories should be clearly addressed and stated. Website name, a short description in a limited amount of words yet still vibrant enough to be attention grabbing, and sometimes but quite rarely, long descriptions may be necessary to be included because of the nature of the information being conveyed.

An anchor text may also be used which can be listed in the link. Keywords should also be carefully selected and listed and finally the name and email address (for tracking purposes) should be clearly displayed.

An important point to note is that the writing style used should not consist of too much promotional language as this is often the reason most directories will not accept submissions of this kind. Also to be

noted is that using a repeated amount of mentions of the website name will also cause the directories to reject the campaign submission.



Chapter 5:

Contents Ads Or Paid Ads Listing

Synopsis

Most people follow a fairly standard system when deciding to set up a contents ads or paid ads listing. There are several very common elements that should be thoroughly addressed when forming the particular system well suited for the individual's purpose.



The Differences

Contextual advertising is the style used when target advertising is required for advertisements appearing on websites and other media tools.

All this is done through an automated system based on the content displayed for the users. When a particular site is being viewed any other websites with links using similar or exact keywords will immediately be tagged onto the open site, thus giving the viewer other sources of new and related information.

Paid ad listings also function in the same way and this is an option that should be explored for its potential in creating visibility quickly and efficiently for site owners.

As every significant search engine accepts paid listing this unique form of advertising guarantees the published site will appear in almost all top results tagged to the keywords within a short period of time.

Some very straightforward and standard rules to apply may include some of the following:

- Applying easy to use formats both for users and administrators is essential. Using complicated formats is very discouraging and off putting.
- Paying to have the ads published is prudent as then the quality of the ads will the advantage of being elevated to a different more reputable standing.
- There is the advantage of using different pay plans, where there are options in place to either renew or allow a particular ad plan to lapse.
- Ideally all payments should be processed through a PayPal account.
- Ensuring there are individual displays of all ads is also important.
- The ads designed should be able to support images, videos, locations and anything else offered at the site.

Chapter 6:

When To Show Your Ads And When Not To

Synopsis

There are several reasons to consider why it is important to show or not show the ads at a particular juncture. The fact that there is even competition on AdWords that makes the matter even more complicated.



What To Choose

When there is a certain amount of competition apparent the prices can be driven up to an unreasonable level which then creates a scenario where the profits are no longer viable.

If there is competition for the position of the ads by several different parties who are vying for the same slot on the search engine results page then perhaps there is a serious need to address the competition to work out a possible compromise that would suit both parties.

As traffic driven to a particular site can be a big influencing factor, the conversion rate becomes smaller when the customer base is small to start with, and this becomes a further disadvantage when there is another competitor advertising alongside.

However this could also work to an advantage if the product availability is rather limited. Therefore it would be in the best interest of all to ensure the competition is not for the same ad position on the search engine results page.

In order to optimize the earnings on the ads shown opting to use formats that draw or tag on other sites is recommended. These may include preroll and overlay or post roll advertisements.

Besides these using titles, descriptions and tags for every single episode will also dominate the exposure when and where it is most relevant.

When the need arises to restrict the ads from being shown then the variations on the broad matched keywords should be indicated. Using phrase match to restrict the variation that triggers the ads or use exact match to eliminate the variation is recommended.



Chapter 7:

Gauging AdWords Competition

Synopsis

In order to have some idea of how the AdWords competition works you would first need to know the strengths and weakness of the AdWords in question. To have the level of success needed at AdWords, sound knowledge of the keywords used and some knowledge of the competitiveness of those words must be apparent. The relative search volume and search value must also be understood.



The Rivalry

As gauging the AdWords competition also depends upon understanding the match types and bids for the keywords, a little research into this area would be advised. To be noted here is that AdWords competition varies greatly by the given keywords.

When doing any research on the possible choice of keywords, typing in the desired keyword and then checking it against the search engine would allow the individual to gauge the popularity or competition on the said word.

These are usually evident when the said words appear highlighted in the search page. If there is perhaps too much current competition or attention on the chosen word then maybe the word could be altered or made to be more specific.

Other ways of gauging the AdWords competition may also be considered. One of which is using the tool already provided by the various search engines. Signing up with an AdWords account using the tool will give the individual better insight to the already popular keywords being used and also the price bid on them.

This presents a clearer picture of what the actual potential visitors to the sites are looking for when they choose to key in certain words.

If the bids are too high or seemingly undesirable at a certain point in time, then the “quote” tool can be applied to be tagged to the intended search. By using the quote tool, more visitors are then directed to the said sites.



Chapter 8:

Using Landing Pages

Synopsis

The correct use of this tool will successfully ensure the conversion of visits to the site to actual and realized revenue. Therefore it is very beneficial to consider the importance of using well designed and informative landing pages with AdWords.



The Important Page

A good landing page will support the website in its appeal and thus help it to close the possible deal or sale. This then translates to the conversion rating and increased ROI.

After the AdWords have performed the function of drawing the customer to the site, the landing page must be good enough to convert the visit into sales and thus revenue. If this is not achieved then the cost spent on the advertising would be wasted.

A point to remember is that when visitors are at a particular site, it would be a folly to redirect them to the home page. Each AdWords used in the different campaign should work independently to offer relevant information without the visitor having to open up or be redirected to other links.

This will not only ensure the visitor stays on the landing page but will also ensure the process of finding the initial information sought would be achieved. Therefore customizing the AdWords to the different landing pages would be wise.

Landing pages with the relevant AdWords that direct the visitor to the site should also provide other helpful assistance such as ensuring the information on the site is reliable, keeping the language and words used fairly simple and easy to understand, itemizing the benefits

before the service, and offer real solution to the problems. Creating this scenario would then convert the visitor to buy or sign on with a sense of urgency.

The landing pages which used the appropriate AdWords that drew the visitor to the site should also have the necessary facilities to encourage an immediate easy to order style.



Chapter 9:

Maximizing ROI

Synopsis

Being able to target and draw potential visits to a site and then being able to convert those visits into revenue is what it all about. The trick is in being able to maximize this process to achieve the best possible ROI.



Getting Your Money Back

Being cost effective when choosing the appropriate draw to the site is also exercising prudence. To assist this line of thought, the system that finds the visitors to the site at the same time the potential visitors are surfing must be identified.

This is not only a possibility but it is a necessity if good ROIs are to be seen. Here is where the AdWords come into play. It is possible to target prospectors at any given time to coincide with their desire for a product with the exact time a site was visited.

With the assistance of proper AdWords this can be successfully achieved and thus provide a steady stream of revenue.

Understanding the workings of the ROI will help the individual track the expenses incurred against the expenditure. The measurement of the conversion data should be studied and then better optimization can be done to improve the conversion potential by creating better targets and attractions to draw the visits.

Any keywords that are currently being used that are not bringing in the visits that are converted should be eliminated as these end up unnecessarily clogging up the potential revenue capacity.

Another thing to consider when trying to optimize the ROI is to delete all duplicate keywords and also to optimize low performing keywords to increase the ROI.

Adjusting the keywords bids also helps to achieve a better ROI. Ensuring the visitors are directed to the most relevant landing page also promoted better percentages for the ROI. Using tools that are made available such as conversion tracking and Google analytics are also recommended.

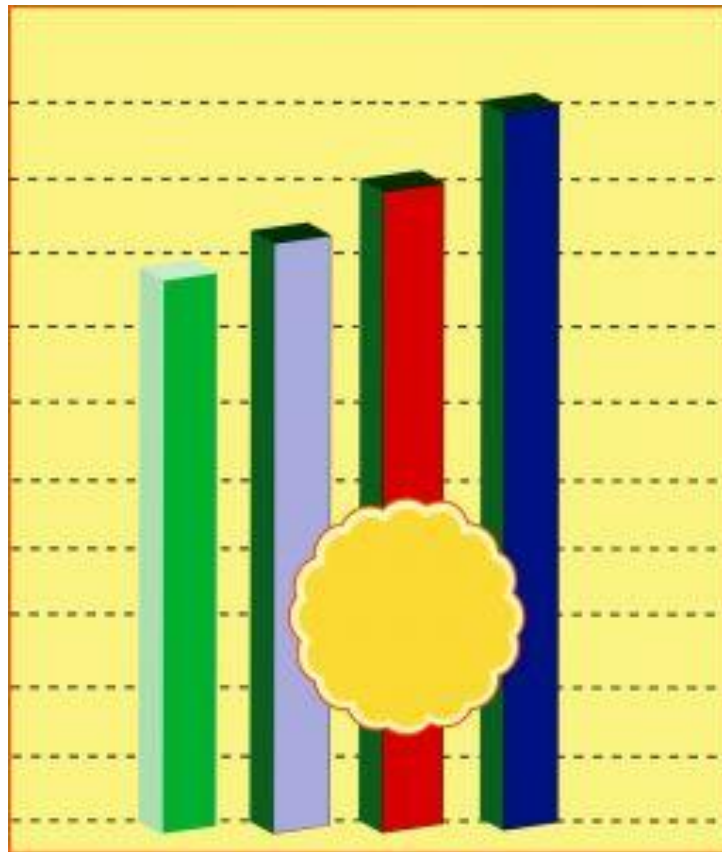


Chapter 10:

Important Tips

Synopsis

Understanding the importance of the basics of the SEO and how it works will ensure more possible problems are eliminated even before they are allowed to cause any problems.



Know This

Targeting already competitive keywords is not a good idea and should be avoided at all cost. As the competitive element is already present further use of the keywords will not necessarily bring about the desired results. It would be better to spend a little time looking for more realistic yet relevant keywords that would draw the intended visitors.

Utilizing long tail keywords may sometimes produce successful results. This is definitely a better option than chasing the hits that the more popular keywords bring in.

This also ensures that a high percentage of visitors to the site are fairly serious about the service or product, thus creating the possibility of a sale.

Writing up content just to fill the space is a very huge mistake and will definitely cause long term losses. Posting poor quality information or writing styles will cause an eventual scenario of zero visits to the site.

Taking the opportunity to post comments on other sites or blogs can backfire, especially if the comments are not relevant to the contents or if the comments are of poor quality and bias. Unhelpful and

attacking style comments are rarely appreciated and almost always eventually ignored. This could lead to eventual blocking thus the intended exposure now no longer exists.

Avoid linking to sites that are either not related or contain information or pictures that are undesirable. These may include pornography sites, gambling sites, fortune telling sites, all of which may have no bearing on the original site featured.



Wrapping Up

Waiting too long to launch and run a campaign could eventually lead to a lot of missed opportunities. If everything is in order, then the website should be up and running at the earliest opportunity. So get going today!

