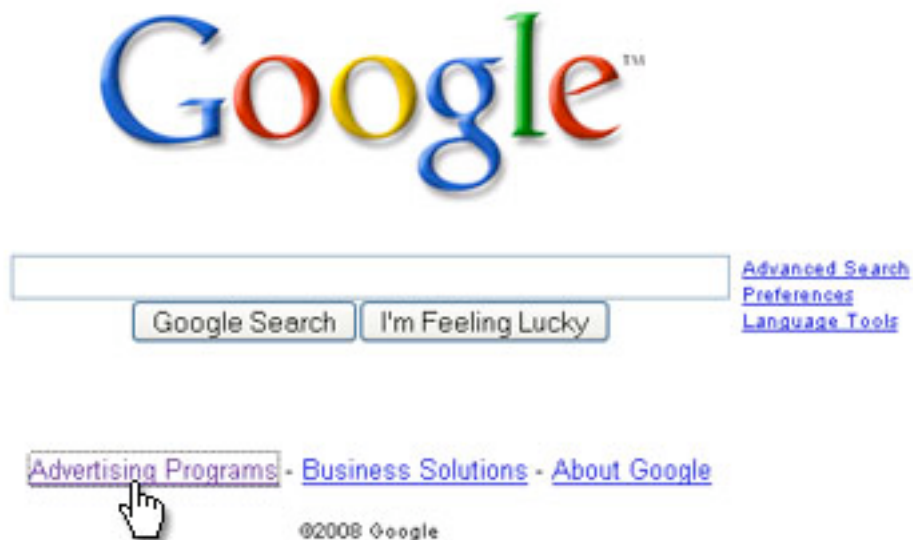


AdWords by Google

The most direct form of marketing on the web is the text ads that Google provides called AdWords. By using AdWords you will be able to channel traffic to your website immediately. I have been using AdWords for many years and have seen the system evolve very well. AdWords helps you target better traffic. The kind of traffic that should turn into sales.

Starting an AdWords account

You may not be aware of all that Google has to offer but you should take a look. A lot of cool stuff can be downloaded or played with online for free. To start an AdWords account simply go to Google and click the Advertising Programs link under the search area. Then you will see two options, [AdWords](#) and [AdSense](#). We talked about AdSense in this past [article](#). Today we are going to be talking about Adwords specifically.



You will be charged a small fee of \$5 to initiate the account. From there you can dive right in and start building your first ad.

You will be building a text ad that will be displayed in the right column of the Google search results. Google has some strict rules regarding what words you can use in the text ad. For example you can not use superlatives like “Super” or “Fantastic”. You can not use any visual text gimmicks like dollar signs or all capital lettering. Just write normal complete sentences. So you have to write a very compelling text ad with very little space.

The best type of ad to write should be one that leads to a great offer. The link should steer your traffic to a landing page where prospects can learn more about your offer and take action.

Google has support for AdWords, unlike some of their other offerings, so you can speak with them about issues that you are having with your account. For example I had a client who placed a text ad with Google AdWords and it got rejected. They said it was because his ad made mention of a prescription drug. At the time we didn't know that you couldn't do that. Another client had an ad denied because he was not showing a call to action on his website.

Just know that the rules have been put in place not only to keep it a level playing field but also to help you get quality traffic.

What Does it Cost to Advertise on Google AdWords?

Google AdWords is a Pay-Per-Click advertising engine. When someone clicks on your text ad link you are charged according to a market driven keyword bidding matrix.

When you create a text ad you also have to tell Google what keywords should display your ad. Each keyword you pick will have a varying price per click associated with it and this is determined by the demand placed on the keyword. Other advertisers are bidding on similar keywords as you. Depending on the amount you would pay for a click, your ad may be displayed on top or somewhere in the middle or not at all.

The screenshot shows the Google AdWords interface with the 'Keywords' tab selected. The date range is set to 'Jan 3, 2008 to Apr 12, 2008'. Below the date range, there are options for 'All time', 'Jan 3, 2008 - Apr 12, 2008', and 'Include deleted items'. There are also links for 'Add keywords', 'Edit keywords', 'Search this list', and 'Customize columns'. The main table displays a list of keywords with columns for 'Keyword', 'Status', 'Current Bid', 'Clicks', 'Impr.', 'CTR', 'Avg. CPC', 'Cost', and 'Avg. Pos.'. The keywords listed are 'Super Bowl Rentals', 'vacation rentals', 'NFL super bowl', 'arizona house rental', and 'arizona'. Each keyword has a 'Settings' link and a 'Max CPC' value.

Keyword	Status	Current Bid Max CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Super Bowl Rentals	Active	\$2.00	128	1,078	11.87%	\$1.47	\$187.98	3.7
vacation rentals	Active	\$5.00	22	12,741	0.17%	\$4.63	\$101.92	4.2
NFL super bowl	Active	\$2.00	7	1,818	0.38%	\$1.59	\$11.11	2.7
arizona house rental	Active	\$2.00	3	211	1.42%	\$1.81	\$5.44	6.2
arizona								

There are many factors that determine what your advertising will cost but ultimately the cost is up to you. You can pause a campaign any time you like or turn it back on. Also you can set the amount per day that you are willing to

spend. For example, if you set your campaign spending limit to \$10 per day you may end up spending \$300 per month.

Google also makes recommendations for optimal exposure. You might want to take this advice and remember you can always pause the campaign when it starts getting too expensive.

Strategy

Google provides some nice tools to help you come up with keywords. You start with what ever comes to mind. Remember that general single word keywords will cost more per click than more specific keywords. Type these keyword ideas in the queue and then click the [Get Keyword Ideas](#) button. The next the thing you will see is a long list of potential keywords that you hadn't thought of. Each will be displayed with a bar showing the popularity of the keyword.

Keywords related to term(s) entered - sorted by relevance [?](#)

Keywords	Advertiser Competition ?	Search Volume: March ?	Avg Search Volume ?	Match Type: ? Broad v
roof repair				Add v
foam roofing				Add v
shingle roofs				Add v
phoenix roofing				Add v
foam roofs				Add v
clay tile roofing				Add v
mesa roofing				Add v
scottsdale roofing				Add v

Then you can audit the list by clicking the “Add” links in the right column to add them to your keyword list for your text ad.

Another strategy is to form multiple text ads with different lists of keywords. These could be considered multiple campaigns or a campaign with different text ads called groups each with a different focus on keywords. This is a great way to see which campaign works better.

If someone is paying \$3 per click to get on the top of the right column there is nothing wrong with bidding under to get the 4th or 5th position. You are getting the same exposure as the guy on top.

Finding the right keywords will be the challenge. You will notice that many keywords that are very specific get very little if any click traffic. Google will let you know if the keywords on your list are not performing. Some will under perform

because the keyword term is never used in search. Some may be under performing because the going rate is \$5 per click and you choose \$1 and it never gets shown.

Final Thoughts

You won't find a better and faster way to get traffic to your website. If you are launching a new product or service I highly recommend this route in order to get buzz going immediately. However, you do have to be careful that you stay within your budget and make sure that you have designed your campaign to be as effective as possible.

I have had clients tell me that this is the neatest thing since sliced bread and I agree. It isn't as complicated as it used to be in the early days of AdWords. The tools are better and easier to understand. However, if you feel that this is too much work or you want an expert to run your campaigns for you there are a lot of AdWords experts out there.

Most SEO professionals use AdWords heavily in their service offerings. Just remember that in order to be effective with AdWords you need a healthy advertising budget to work with. To little is as good as throwing money out the window. The rest is knowing where the value lies.

There are those out there who will say that Google AdWords doesn't work. Good! That is less competition for me. They obviously do not understand what they are doing.

Posted on April 12th, 2008 by Karl Knelson