

Step-by-Step Guide To Google AdWords

In this guide, you'll learn how to avoid common costly advertising mistakes, and create a profitable Google AdWords campaign from scratch!

MAIN STREET ROI GUIDE TO GOOGLE AdWORDS

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Introduction

Thank you for purchasing *The Business Owner's Guide to Google AdWords*. In this eBook, I'm going to provide you with actionable advice you can use to create a profitable Google AdWords campaign from scratch, so you start attracting new customers every month.

But first, who am I, and why listen to me?

My name is Phil Frost. I'm a Google AdWords certified consultant and I've managed millions of dollars in Google AdWords advertising for my own businesses as well as my clients.

My company, Main Street ROI, provides online marketing training for small business owners. Our motto is "Online Marketing Made Simply" and since 2010, we've helped hundreds of businesses create profitable online marketing campaigns. Near the end of this eBook, I've included some more background information on me and my company, as well as some additional resources to improve your marketing results.

Who This eBook Is For

I created this eBook for small business owners. My goal is simplify AdWords and make it easy for you to take action and get results (and avoid common mistakes). For that reason, I've done my best to present everything in a simple, step-by-step, easy-to-understand fashion.

And, as you'll notice, this eBook is not very long. That's by design.

I'm a small business owner too, and if you're like me, then you're short on time. While I could fill hundreds of pages with AdWords advice, I intentionally kept this eBook brief.

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I've only included the essential information you need to get your AdWords campaign up and running properly. My goal is that you can get through this eBook in a single sitting, implement these best practices, and start seeing results – fast.

Whether you are new or experienced, this eBook will show you the fundamentals of how to set up and manage successful AdWords campaigns. These are the exact steps I take to create and manage my own campaigns. If you're already very experienced with AdWords, you may have heard some of this advice before. However, the difference between success and failure often isn't how much you know, but **how well you execute the best practices**. So, even experienced advertisers should use this eBook as a checklist for how to create profitable AdWords campaigns.

You're about to discover the simple steps you can take to create a profitable Google AdWords campaign from scratch. Here's what we're going to cover:

- ✓ 4 reasons why you should be advertising on Google
- ✓ The 10-step formula to create a profitable AdWords campaign from scratch, including several common (and costly) mistakes to avoid
- ✓ Recommended tools and resources
- ✓ How to stay up-to-date on the latest AdWords best practices

Why Advertise with Google AdWords?

Let's get started by talking about why you should advertise – in Google, or anywhere else for that matter. The obvious reason to advertise is to attract new customers. But more specifically, the best reason to advertise is to gain control over the flow of new customers to your business.

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If you're like most of the business owners I consult, right now you're getting the majority of your new customers from word-of-mouth referrals. And that's both a GOOD thing and a BAD thing. I say it's a good thing because it's a sign that your business treats your customers well. But it's also a bad thing because it's a sign that your business growth is potentially vulnerable.

The problem with referrals is they aren't really in your control. Yes, you can influence referrals. However, you really can't control them on a day-to-day basis, or predict them with any real certainty. On the other hand, advertising can give you control over the flow of new customers. When you do it right, advertising can deliver new customers to your business almost like a vending machine. You put a dollar into your advertising, and your advertising delivers you customers in return.

But why should you focus on Google AdWords, specifically? Here are the 4 reasons why I recommend you start with AdWords – and, in particular, why you should start with AdWords search engine advertising.

Reason #1: It's an Easier Sale

When people are searching for the services you offer, they're already potentially interested in hiring you. You don't have to convince them they should buy the fundamental thing you offer. You just need to convince them to buy from you, instead of your competitors. For that reason, it's an easier sale than other types of advertising where you have to interrupt your prospect, convince her to pay attention to you and then justify the value of your product or service.

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Reason #2: It Works Fast

Search engine advertising is the fastest way to reach customers who are ready to buy, and Google has the largest share of search engine traffic. Once you set up your ad campaigns in Google AdWords, you can start getting clicks and potential customers within minutes. It's really that fast.

Reason #3: You Can Start Small

Another great reason to use Google AdWords is because you can make very small, low-risk investments. With AdWords, you'll only pay when people click on your ads, and that's why it's called pay-per-click (or PPC) advertising. You can start small, by spending as little as \$10 or \$20 per day... and then reinvest your profits as you go. There's very little risk to get started.

Reason #4: It's Dependable

With search engine advertising, there's always a new flow of customers searching. Once you get a campaign working, you can often depend on it to keep delivering new customers, month after month, and sometimes even for years.

I'm not suggesting you can, or should, "set-it-and-forget-it." You need to continually monitor and manage your advertising campaigns. My point is that when you get a campaign working for you, it's a very valuable asset for your business – one you can depend on to deliver customers month after month.

OK that's enough background... Are you ready to dive into the specific tips and tactics? I'm going to introduce you to the 10-step formula we use here at Main Street ROI to

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create profitable Google AdWords campaigns from scratch. This formula will work for you, too if you just follow the steps. So let's get started....

Step #1: Create Your Plan of Attack

The first thing you need is a plan for your advertising, with specific metrics to measure your success. During this first step, you'll pick the services or products you're going to advertise. You'll set your goal for how many customers, clients, or patients you want to generate on a monthly basis. And you'll set your initial test advertising budget. I know you're probably eager to get to the nuts and bolts and specific 'how to' tactics, but if you skip this step, you'll probably fail to achieve your goals.

When it comes to planning, the biggest mistake we business owners make is failing to allocate advertising dollars in alignment with marketing goals. In most cases, it's not a good idea to allocate advertising dollars equally across all business units or product/service lines. Instead, you should prioritize your advertising dollars based on what will generate the greatest return on your investment (ROI).

For example, we recently analyzed the campaign of a real estate company in Manhattan that was spreading its advertising budget equally across several areas of its business. However, when we asked the CEO what her goals were, she said she wanted to expand just 1 key area. This 1 key area was where the company earned the majority of its profit, and it was where she saw the greatest opportunity for continued growth.

However, when we looked at where the company was investing money in AdWords, the budget was not being allocated towards this key service area. Instead, roughly two thirds of the budget was going to another category – and that ad spend was actually

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unprofitable! Simply by shifting the focus of its advertising, the company was able to achieve its goal within just a few months.

Was it hard to improve the profitability of this company's advertising? Actually, no – it was quite simple. All we had to do was ask a couple simple questions and make a couple simple adjustments to their advertising. That's why it's so important to do a little planning ahead of time.

During this initial planning phase, consider the following questions:

- Which product or service will you advertise first?
- What is your average profit per customer?
- What is your target profit margin for your advertising campaign?
- How many phone calls convert to sales?
- How many visitors will call your business?
- How many visitors will complete an online form to contact you or schedule an appointment?
- How many customers do you want to attract on a monthly basis?
- What action do you want prospects to take when they land on your website? For example, call, complete an online form, schedule an appointment, make a reservation, etc.
- What is your test budget to experiment in the early stages of your campaign?

The goal at this point is to ultimately determine **how much you can afford to pay per click to generate one new customer**. That number is your maximum cost per click, or max CPC.

Here's a quick example to calculate your max CPC.

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Let's say your average profit per customer is \$1,250. That number takes into account initial sales, repeat sales, upsells, cross-sells, and even referrals. Let's also say your target ad profit margin is 25%. So if you invest \$1,000, then you want to profit \$250 from the ad campaign. On average you may find that you can convert 10% of all phone calls into customers. And you may generate about 5 phone calls per 100 visitors to your website.

To calculate your maximum cost per click in this example, use the following equation:

$$\text{Max CPC} = (\text{profit per customer}) \times (1 - \text{profit margin}) \times (\text{sales per call}) \times (\text{calls per visitor})$$

If you do the math here, then you'll see your maximum cost per click, or CPC, is \$4.69. If you pay more than that to generate a visitor to your website, then you'll be under your target profit margin based on your conversion rates. In other words, you now know you can afford to pay up to \$4.69 per visitor. This number will guide your Keyword Research in step #2.

Also, your answers to the questions above determine what your initial marketing budget should be, and what key metrics you should be watching, so you can launch your advertising with confidence and clarity about your goals. We'll talk more about creating your test budget when it's time to setup your campaign in Step 8.

Once you've got your plan in place, the next step is to identify the keywords your ideal customer is typing into Google so you can attract him (or her) to your business.

Step #2: Keyword Research

The next step is to uncover the exact words people are using to shop for your products or services in Google. This step is known as **keyword research**. If you skip this step, or don't do it right, you won't get the exposure you need. Your customers won't find you, and they'll go to your competitors instead.

Keyword research is truly the foundation of your AdWords campaign, so don't rush this critical step. In a minute I'll show you a tool to help you identify the most commonly-searched keyword phrases and you'll see it's not very difficult to complete your keyword research.

The difficult part is identifying and understanding your ideal customer. If you approach keyword research with the wrong target in mind, then you'll never find the best keywords for your campaign. The trick is to imagine just ONE person who represents your ideal customer. In other words, create your customer avatar.

Your customer avatar is the one person who you're trying to attract with your AdWords ads and then convert into a customer. To create your avatar, ask the following questions:

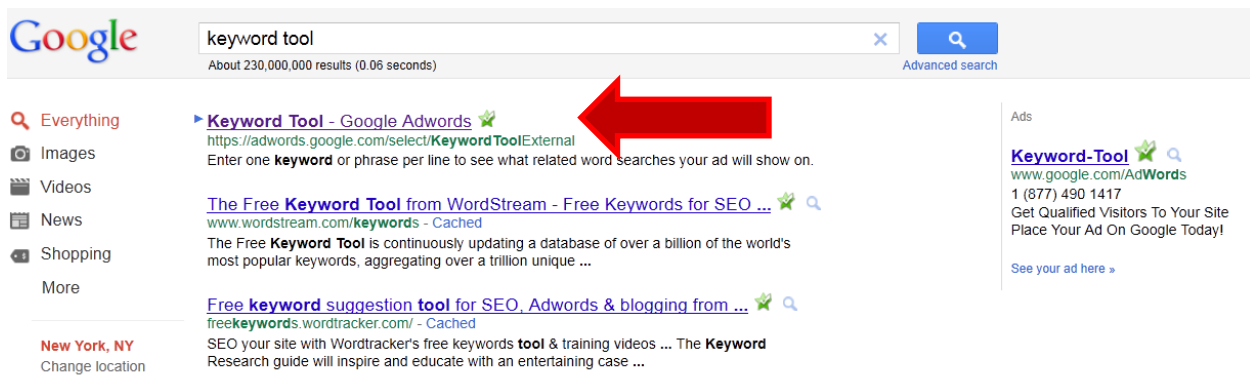
- Is there a particular gender you sell to more often?
- How old is your best prospect?
- Where does your prospect live?
- Is your prospect married?
- Any children?
- What is your prospect looking to gain by using your product or service?
- What problems is your prospect dealing with right now?

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- What questions does your prospect have about your product, service, and/or industry?

As you answer the questions above, start to list all of the characteristics of your ideal prospect and customer. The more specific you can be, the better. And don't be afraid to create multiple avatars. If that's the case, then you'll need to create different ad campaigns targeting your different avatars.

I promised I would share a tool to make keyword research easy so here it is. The tool is called the Google AdWords Keyword Suggestion Tool. Here's a link to the tool: <https://adwords.google.com/select/KeywordToolExternal>. You can also find this tool in Google by searching for the phrase **keyword tool** – it'll be the first result.

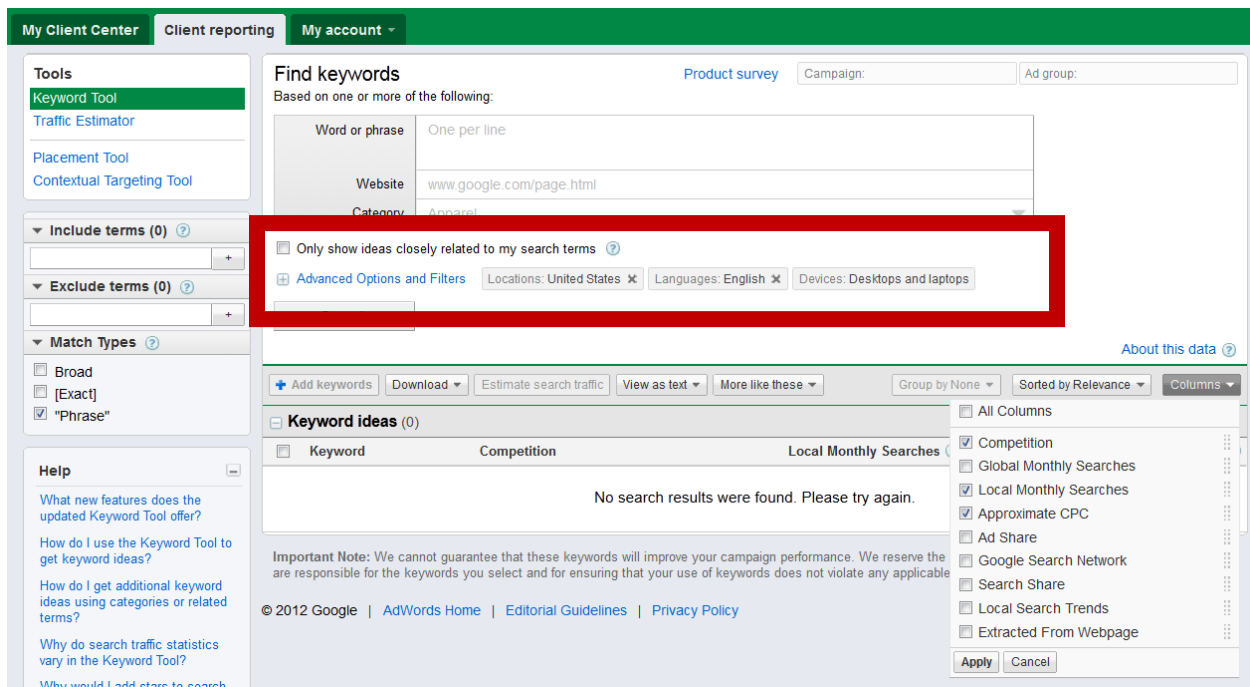


The keyword tool acts much like a thesaurus. You enter in phrases and Google tells you which relevant phrases people are searching for in Google. Google will also tell you how often people search these phrases, and how much it'll cost to advertise on each keyword.

Before you start using the tool, make sure the advanced options are set to the location you want your ads to be displayed in. For example, if you're in the United States then make sure the location is set to United States and the Language is set to English. The

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Device should default to Desktops and laptops which is what you want unless you're only targeting mobile devices. However, I always recommend you start by targeting Desktops and Tablets before you test mobile devices.



Next, click on the Columns drop down menu and make sure to check Competition, Local Monthly Searches, and Approximate CPC. Local monthly searches will show the searches in the United States (if you picked that country). Plus you'll see the AdWords competition and the cost per click for each keyword. This will help you analyze the keyword opportunities.

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The screenshot displays the Google AdWords Keyword Tool interface. The top navigation bar includes 'My Client Center', 'Client reporting', and 'My account'. The left sidebar contains 'Tools' (Keyword Tool, Traffic Estimator, Placement Tool, Contextual Targeting Tool), 'Include terms (0)', 'Exclude terms (0)', 'Match Types' (Broad, [Exact], "Phrase"), and 'Help'. The main area is titled 'Find keywords' and includes a 'Product survey' link, 'Campaign:' and 'Ad group:' fields, and a search form with 'Word or phrase' (One per line), 'Website' (www.google.com/page.html), and 'Category' (Apparel). Below the search form are options for 'Only show ideas closely related to my search terms', 'Advanced Options and Filters' (Locations: United States, Languages: English, Devices: Desktops and laptops), and a 'Search' button. The results section shows 'Keyword ideas (0)' with columns for 'Keyword', 'Competition', and 'Local Monthly Searches'. A message states 'No search results were found. Please try again.' A red box highlights the 'About this data' dropdown menu, which is open to show various data sources: All Columns, Competition, Global Monthly Searches, Local Monthly Searches, Approximate CPC, Ad Share, Google Search Network, Search Share, Local Search Trends, and Extracted From Webpage. The 'Local Monthly Searches' option is checked. The bottom of the page includes an 'Important Note' and copyright information: '© 2012 Google | AdWords Home | Editorial Guidelines | Privacy Policy'.

And finally, when you're conducting keyword research for AdWords, we recommend you use the keyword setting called "Phrase Match" – this will give you an accurate sense for how many relevant phrases there are per month.

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The screenshot displays the Google AdWords Keyword Tool interface. On the left, a sidebar contains navigation options: 'Tools' (with 'Keyword Tool' selected), 'Traffic Estimator', 'Placement Tool', and 'Contextual Targeting Tool'. Below these are sections for 'Include terms (0)' and 'Exclude terms (0)'. A red box highlights the 'Match Types' section, which includes radio buttons for 'Broad', '[Exact]', and 'Phrase', with 'Phrase' selected. The main content area is titled 'Find keywords' and includes a 'Product survey' link. It features input fields for 'Word or phrase' (containing 'One per line'), 'Website' (containing 'www.google.com/page.html'), and 'Category' (set to 'Apparel'). A 'Search' button is positioned below these fields. Additional filters include 'Only show ideas closely related to my search terms', 'Advanced Options and Filters' (with 'Locations: United States', 'Languages: English', and 'Devices: Desktops and laptops'), and a 'Search' button. The results section shows 'Keyword ideas (0)' and a message: 'No search results were found. Please try again.' Below this is an 'Important Note' and a copyright notice for 2012 Google. On the right, a column selection menu is open, showing options like 'All Columns', 'Competition', 'Local Monthly Searches', 'Approximate CPC', 'Ad Share', 'Google Search Network', 'Search Share', 'Local Search Trends', and 'Extracted From Webpage'.

To use the keyword tool, simply type the phrases you think your ideal prospects are typing into Google to the right of “Word or phrase” and click the Search button.

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The screenshot shows the Google AdWords Keyword Tool interface. The search input field contains the text "new york city dentist". Below the search box, there are filters for "Locations: United States", "Languages: English", and "Devices: Desktops and laptops". The results are displayed in two tables: "Search terms (1)" and "Keyword ideas (685)".

Keyword	Competition	Local Monthly Searches	Approximate CPC
"new york city dentist"	High	320	\$9.18

Keyword	Competition	Local Monthly Searches	Approximate CPC
"new york city dentist"	High	320	\$9.18
"new york city dentists"	High	210	\$10.12
"dentist new york city"	High	1,000	\$11.72

When the keyword tool refreshes, you'll see a list of keyword ideas along the left column, which are based on the phrases you typed into the search box. Plus, you'll see the AdWords competition, the local monthly searches, and all the way to the right is the approximate cost per click for each keyword. That's how much it will cost each time someone clicks on your ad in Google AdWords. Since you completed step #1, you have an idea for how much you can afford to pay per click and you'll compare that number to the approximate CPC listed in Google's Keyword Tool.

Once you've compiled your list of keywords, the next step is to export that list into a spreadsheet like Microsoft Excel, and then start prioritizing your keyword opportunities. We recommend grading the different keywords based on several factors, including:

- How relevant is the keyword to your business? If the keyword is not relevant or has different meanings that are not relevant then remove it from your list.

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- What is the intent of the keyword? In other words, is the person typing the keyword doing research or is she looking to make a purchase? Buying intent keywords will be more likely to drive customers so prioritize those keywords over research keywords.
- How many times per month is the keyword searched? More search volume means more traffic and more chances to make sales.
- How much does the keyword cost per click? Compare this to the number you found in step #1 to see if you can afford to advertise on the keyword.

Overall, relevance and intent are the most important factors when you're launching a new advertising campaign. When analyzing keyword opportunities, you should focus on the **buying intent** that each keyword implies. You want to start by advertising on keywords where you're 100% confident the person searching that phrase would want to hire somebody like you or purchase a product like yours. If there is very little buying intent, then remove the keyword from your list.

Phrases with clear buying intent are typically the best keywords to start with, even if they're less frequently searched or a little more expensive. In the initial stages of your campaign, you should avoid testing keywords that have vague intent, or keywords that indicate the person may only just be researching but is not yet ready to buy.

For example, if you're a cosmetic dentist in New York City, you should advertise on keywords like "cosmetic dentist New York City." You should avoid advertising on keywords like "dentist" or even "dentist New York City" because they aren't specific enough. Even though the people searching these keywords probably want to find a dentist, they may not want to find a cosmetic dentist.

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And finally, you should avoid *research keywords* like “dentistry” or “teeth whitening.” Research keywords are phrases people type into Google when first doing research about a product or service. People researching are not yet ready to buy. Typically, after researching a topic, people will search again in Google using a *buying intent* keyword and at that point you want your ads to be displayed.

Later on in your campaign, you may want to expand by testing broader sets of keywords. But you should keep your keyword focus very tight at the early stages.

Before we move on to Step #3, I recommend you conduct competitor research. Your competitors have already invested thousands of dollars testing different keywords and you can now take advantage of all of their research. The goal here is to find additional keywords you may have missed with the Google Keyword Tool.

My favorite tool for this research is called Keyword Spy and you can sign up for a free trial by going to www.keywordspy.com. Then click on the big Free Trial button in the upper right corner.

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Welcome, guest | Sign in
Take a FREE Trial

Home Research Tracking Pricing Free Trial Download Plug-in Live Chat Help

KeywordSpy
Enter a domain (e.g. ebay.com, amazon.com) United States Search

Domains Keywords Destination URLs Ad Copies

Keyword Research See Competitor Advertising Strategies
Real-time Tracking Monitor Keyword Performance
Affiliate Intelligence Uncover Top Products & Super Affiliates
Agency & Enterprise Advanced Reports & API

**SPY ON YOUR COMPETITORS!
PROFIT FROM THEIR SUCCESS.**

- ✓ Discover **competitors** and their **keywords**
- ✓ Get fresh data w/ **daily database updates**
- ✓ See site's spending for **Adwords**
- ✓ Find profitable **keyword+ad copy** combinations
- ✓ Over **127 million keywords**

Sign up now Take a Free Trial

Watch Demo See how it works

Domain: proflowers.com

Results for: proflowers.com

Top Competitors

* Patent Pending

Once you're all signed up and logged in then copy one of your competitor domains into the search bar and select the Domains option as shown below. (To find your competitors simply type in your keywords into Google and then copy the advertiser domains.)

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KeywordSpy
smilesny.com United States Search

Domains Keywords Destination URLs Ad Copies ?

Keyword Research
See Competitor Advertising Strategies

Real-time Tracking
Monitor Keyword Performance

Affiliate Intelligence
Uncover Top Products & Super Affiliates

Agency & Enterprise
Advanced Reports & API

SPY ON YOUR COMPETITORS! PROFIT FROM THEIR SUCCESS.

- ✓ Discover **competitors** and their **keywords**
- ✓ Get fresh data w/ **daily database updates**
- ✓ See site's spending for **Adwords**
- ✓ Find profitable **keyword+ad copy** combinations
- ✓ Over **127 million keywords**

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Watch Demo See how it works

* Patent Pending

When the search is complete, click on PPC Keywords tab to see ALL of the keywords this particular competitor is advertising on.

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No.	Keyword	ROI ↑	Volume	CPC	Profitable Ads	Affiliate Ads	Days Seen	Last/First Seen
1.	nyc cosmetic dentistry	507	5,400	\$15.85	2/42	0/42	817/1309 days	10 Apr 2013, 12:52 AM 11 Aug 2009, 01:32 AM
2.	cosmetic dentist nyc	506	5,400	\$16.68	2/37	0/37	816/1309 days	07 Apr 2013, 09:22 PM 11 Aug 2009, 09:51 AM
3.	cosmetic dentistry nyc	505	5,400	\$16.29	3/69	0/69	815/1309 days	08 Apr 2013, 05:58 AM 11 Aug 2009, 03:50 AM
4.	nyc periodontist	503	880	\$7.24	0/23	0/23	811/1309 days	10 Apr 2013, 12:37 AM 11 Aug 2009, 01:34 AM
5.	nyc teeth whitening	503	2,900	\$7.50	0/35	0/35	811/1309 days	06 Apr 2013, 02:03 PM 11 Aug 2009, 12:05 PM

In this example, the competitor is advertising on 50 keywords and you can see the date when they first started to advertise on each keyword. The longer an advertiser has been advertising, the better because that implies the keyword is generating sales. If the keyword was not profitable, then a smart advertiser would pause the keyword.

(Important Note: Not all advertisers are smart, so don't blindly use this rule of thumb.)

Next, you can either manually search through the list, or you can export them all, remove irrelevant keywords, and then add them to the list of keywords you already found in Google's Keyword Tool.

When you're done reviewing keywords, click on the Ads tab to review your competitor's ad copy.

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No.	Ad Copy	ROI ↑	Affiliate	Keyword	Volume	CPC	Position	Days Seen	Last/First Seen
1.	NYC Cosmetic Dentistry "Creating New York's Most Beautiful Smiles" Call for an Appt. Today! SmilesNY.com/New_York_City	303	N/A	cosmetic dentistry nyc	5,400	\$16.29	Last: 5 Avg: 4.8	631/1309 days	08 Apr 2013, 05:58 AM 11 Aug 2009, 03:50 AM
2.	NYC Teeth Whitening "Creating New York's Most Beautiful Smiles" Call for an Appt. Today! SmilesNY.com/New_York_City	250	N/A	teeth whitening nyc	2,900	\$8.04	Last: 6 Avg: 5.9	569/1306 days	05 Apr 2013, 02:19 PM 14 Aug 2009, 07:01 AM
3.	New York City Dentist "New York City Dentist (NYC)" Expert Cosmetic & Implant Dentistry SmilesNY.com/New_York_City	231	N/A	nyc dentists	33,100	\$8.49	Last: 4 Avg: 3.2	550/1309 days	06 Apr 2013, 01:40 PM 11 Aug 2009, 11:57 AM
4.	NYC Periodontist "New York City Periodontist (NYC)" Expert Cosmetic & Implant Dentistry SmilesNY.com/New_York_City	189	N/A	periodontist nyc	880	\$7.75	Last: 8 Avg: 4.3	497/1309 days	03 Apr 2013, 12:44 PM 11 Aug 2009, 06:28 AM
5.	New York City Invisalign "Creating New York's Most Beautiful Smiles" Call for an Appt. Today! SmilesNY.com/New_York_City	177	N/A	invisalign nyc	1,600	\$12.12	Last: 9 Avg: 5.9	479/1295 days	08 Apr 2013, 05:57 AM 25 Aug 2009, 09:27 AM

Again, you can see the date when the ad was tested, which indicates whether or not the ad is performing well. I recommend you review several competitors' ads to see what types of offers resonate with your target market. Also, while you're reviewing the ads, look for a way to differentiate your business from all of your competitors. Differentiation is critical to AdWords success and it brings us to step #3...

Step #3: Create Your Unique Selling Proposition (USP)

The third step is to differentiate your company from all of your competitors, so that your ideal customers will see you as the best choice for them.

You need to answer the #1 most important question in marketing, which I learned from marketing consultant Dan Kennedy: *“Why should I, your prospect, choose to do business with you, versus any and every other option?”*

Your answer to this question is your **Unique Selling Proposition** (or USP).

There are 3 main reasons why your USP is critical to your AdWords campaign.

1. First, a strong USP will attract more QUALIFIED prospects to your business and repel unwanted leads. Plus, more prospects will click on your ads so you'll generate more traffic.
2. Second, a strong USP will skyrocket your sales conversion rates. So not only will you generate more traffic because you'll get more clicks on your ads, but you'll also convert more of your traffic into paying customers.
3. And third, a strong USP can eliminate price comparison shopping. This can be a game changer for your business because you're no longer seen as a commodity. If you give your prospects a compelling reason to do business with you versus your competition, then price becomes a secondary issue and you'll be able to demand higher prices than your competition without hurting your sales.

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To summarize, a strong USP will give you more traffic from qualified prospects, you'll convert more of those prospects to customers, and you'll generate more profit per customer because you'll no longer be competing on price alone. See why your USP is so important?

But how do you create a Unique Selling Proposition?

First, focus on your core strengths. A great USP requires focus. You can't be all things to everybody. Ask yourself questions such as:

- What's your core competency?
- What are you better at than your competitors?
- What kind of work do you enjoy the most?
- What type of customers do you really want to serve?

Next, talk to your customers, and more importantly, listen to them. A great USP is built on customer insight. Ask your customers questions such as:

- Why do you do business with us?
- What do you dislike about our industry?
- What do you wish we could provide that we don't?

Third, analyze your competitors, and look for an opening. The most important word in Unique Selling Proposition is **unique**.

Many years ago, I heard the following advice about succeeding in business: *"You should spend 50% of your time studying your competitors, and 50% of your time figuring out how to do a better job."* I believe that's always the case, but it's especially critical when creating your USP.

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In order to create a really strong USP, you'll want to study your competitors' ads, websites, and marketing materials, and find your opportunity to stand out. The easiest way to do this is by searching in Google and look at what your competitors' Google AdWords ads are saying. I recommend you use a spreadsheet to organize all of your competitors' ads and websites, so you can more easily find the commonalities. As you're doing this, look for an opening to say something unique and superior.

Finally, edit your USP into a single sentence so it's clear and concise. Then start testing your new USP in your ad campaigns, on your website, and over the phone when talking to prospects to see if it resonates with your target customers.

Examples of Bad USPs

One common type of weak USP is one that is all about you, rather than focusing on how your products or services directly benefit your customers. For example, if you claim that you're a family owned business that's been operating since 1908, that's not a strong USP. You're sort of implying a benefit of quality or reliability, but it's still indirect. You're focusing on you, instead of focusing on your customers. And remember, your customers are always asking, *"What's in it for me?"*

The other weak type of USP is a price-based USP (e.g. lowest prices, guaranteed) Being the lowest price means you have the lowest profit margins, and that can make advertising and marketing very challenging. I always recommend you strive to be a premium provider rather than a budget provider.

Example of a Powerful USP

Domino's Pizza built a billion dollar empire on the back of this powerful USP:

"Fresh hot pizza delivered in 30 minutes or less, guaranteed."

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Note that Domino's didn't claim to be all things to everybody. They didn't claim they have the best tasting pizza, or the freshest ingredients. They also didn't claim to be the cheapest. They focused on 1 thing customers really wanted: fast, on-time delivery. And, on the strength of their powerful USP, Domino's created a billion dollar empire.

Once you've created your USP, it's time to make your message irresistible to your ideal customer...

Step #4. Create Your Irresistible Offer

One of the biggest challenges in advertising and marketing is getting people to take the action you want them to take.

Your offer is going to further differentiate you from your competition and give you a huge advantage. Most importantly, it'll help you generate more leads and sales from your advertising.

People are natural procrastinators. You need people to respond NOW rather than later – because later often means NEVER. And so, anything you can do to give them an extra reason to take action now will make your advertising more effective and profitable.

An irresistible offer consists of the following 4 components:

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1. Valuable

Your product or service must be more valuable than the price, and the value has to be clear to your potential customers. That doesn't mean your offer has to be cheap, however. Even Lexus dealers run special promotions from time to time.

2. Believable

A reason for your offer eliminates skepticism and suspicion, which is always present when you make an offer that appears to be too good to be true. For example, if you're running a special sale, then you'd want to give a reason why you're offering a discount. The reason could be anything: clearing out inventory, end of the year, celebrating an anniversary, opening a new store, your birthday, and so on.

3. Reduce or Reverse Risk

Everyone is scared of getting ripped off and this is especially true online. The most common way to minimize risk is with a money back guarantee, which puts all the risk on the business to deliver excellent service or else they have to give all the money back to the customer. I strongly recommend that you offer some kind of guarantee in your offer.

4. Call-to-Action

Every good salesperson knows you have to ask for the sale. This is true with your website as well. If you want people to pick up the phone and call you, then make it very clear on your website that that's what you want people to do. Don't expect your prospect's to connect the dots – instead, you must connect the dots for them. Don't make your prospects think about what to do. Your call to action should make it totally obvious what they should do. Keep it simple.

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Here are seven examples of offer structures you should consider:

Offer Example #1. Free Consultation

The free consultation is very popular and for that reason by itself it is not an irresistible offer. If most of your competitors are making this same offer then there's no compelling reason to choose you.

The solution is to transform the bland free consultation into a more compelling offer by pretending it's a paid service. Put a real price on the phone call or in person consultation based on the amount of time and the value you will provide. Also give the consultation a name and define the benefits to increase the perceived value.

Marketing expert, Joe Polish, is a master at this strategy and he created the "Carpet Care Audit" for his carpet cleaning business. The carpet care audit is essentially a free consultation, but it's disguised as a real service, with a real price tag, and real benefits to the prospect. If Joe said he was giving a free consultation, then he wouldn't get anywhere close to as many leads as he gets with his "Carpet Care Audit."

Offer Example #2. Free Trial or Demo

If you're selling a tool or complex software, then a free trial or demo may be your best offer. The key with any free trial is to create what's called a "pain of disconnect" so your free trial members are more likely to purchase at the end of the trial period. A pain of disconnect is simply a compelling reason to NOT cancel your subscription.

For example, iContact is a popular email marketing program that at the time of writing this offers a free trial. As soon as you sign up, import your contacts, and add the webform

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code to your website, you've immediately created a pain of disconnect. If you want to cancel your free trial, then you need to export your contacts and edit your website, which is not a fun experience. The higher the perceived pain of disconnect, the better.

Offer Example #3. Free Sample

Restaurants and bars use a lot of free samples to entice customers. For example, free food on Tuesday nights may work well for a bar that makes the majority of its profits on drinks. The free food will bring the customers and the drinks will bring the profits.

Another example of a free sample is when wedding bands give away their free DVD demo. This allows the prospect to see and hear how great the band is in front of a crowd so the prospect wants to hire them. The DVD also acts as social proof because the prospect will see how much fun other customers had using this band.

Offer Example #4. Free Gift with Order

One of our private clients is a chiropractor and he offers a free massage when the customer buys an adjustment. In this case the chiropractor has already formed a partnership with a massage therapist and can make referral commissions for sending the massage therapist business. It's really a win-win-win situation for the chiropractor, massage therapist, and the customer.

Another example is when a veterinarian offers a free dog bone with the first checkup. Everyone loves a free gift so this can be the deciding factor for your prospect to choose you versus all the other competitors. Typically the free gift does not need to be anything fancy and shouldn't have a real effect on your profitability. In the long run you'll make

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more sales and as long as you satisfy your customers, they'll buy again and refer you more business.

Offer Example #5. Free Information

I typically do not recommend this offer for businesses just starting out with online advertising. I've included some information about this offer to give you an idea for what you may want to do later once you get your initial ad campaigns working.

The free information offer is part of a lead generation strategy where you're not advertising your core service directly. Instead you offer free information like reports, books, CDs, webinars, seminars, etc in exchange for contact information you can use to follow up via email, phone, and direct mail.

So your offer is information rather than your service. In some industries, you can get a higher response with this form of advertising, but it requires a much more complicated follow up and sales process which is why I recommend you start by selling you product or service directly.

Offer Example #6. Special Discount

For example, chiropractors can offer 50% off the first adjustment to try to get more patients into the clinic. If you know the average lifetime value of your patients then this type of discount may make a lot of sense for you.

If you're a restaurant then you may want to give a discount off of a 3-course dinner. This works really well if you know customers will typically order wine or other cocktails where you'll more than make up for this discount.

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The key with a discount offer is to think through your business metrics to see how much of a discount you could give and still be profitable due to the lifetime value of your customers.

Offer Example #7. Strong Guarantee

Fedex built their business on the guarantee of overnight delivery. And certain service businesses can guarantee same day service for customers who need something fixed as quickly as possible.

In these examples, the guarantee is one of the main reasons why customers choose these businesses. Strong guarantees can make your business stand out and also helps eliminate price comparison shopping. When your business is the only one guaranteeing same day service and that's really important to your customers, then you can demand higher prices without worrying about losing sales.

OK, now that you've created your Irresistible Offer, it's time to communicate your message through your ads...

Step #5: Create Magnetic Ads

With AdWords search ads, you only pay when people click on your ads so it's important to make sure you do not waste money on unqualified prospects clicking on your ads. That's why Magnetic ads are so important. Magnetic ads are ads that attract your ideal prospects and at the same time repel unqualified leads. And as I'll explain later, by creating magnetic ads you'll **simultaneously generate more sales and also reduce your cost per sale.**

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There are 3 main reasons why your ads are critical to your AdWords campaign success:

- **Higher click-through-rate (CTR).** More clicks means you'll get a higher click through rate, which is simply the number of clicks divided by the number of times your ad was displayed. With a higher click through rate, you'll get more traffic than your competitors.
- **More Qualified Traffic.** More qualified traffic means you'll get more sales from your ad campaign.
- **Lower cost-per-click (CPC).** Here's something you may not know. A higher click through rate compared to your competition will lead to a lower cost per click on your ads. There are other factors, but click through rate is by far the biggest factor in your quality score, which in turn, determines your cost per click.

So all of this means magnetic ads will generate more sales and reduce your ad costs.

Here's a key point to remember with your ads: The #1 goal of your ads is to get your ideal prospect to **CLICK** on your ad to learn more. You are **NOT** trying to sell your product or service in your ad. Your landing page will sell. With your ads, focus on attracting the right prospects and compel them to click to learn more.

Now let's go through some tips for creating compelling ads.

First, I recommend you think of advertising as a conversation between yourself and your customer, 1-to-1. This concept comes from advertising man Robert Collier, who wrote that advertising should "*Enter the conversation already occurring in your prospect's mind.*"

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What's your potential customer already thinking about? What's the conversation you want to enter in your prospect's mind? Well, when your potential customer searches a keyword phrase into Google, it's like she is asking a question. She is looking for an answer to a particular question. And your ad is responding to that question, saying, *"I can help you with that,"* and *"Here's why I'm the best choice."*

It's critical that you think of your advertising as though it's a conversation with your prospect. And that conversation goes from the keyword to your ad to your website to when your prospect picks up the phone and calls. The conversation should be smooth all the way through those steps. We refer to this as **congruence**. You should make sure the messaging in your campaign from ad to keyword to landing page is in harmony. (We'll discuss landing pages in the next step, Step #6).

Also, the type of words you use in your ad is really important. In terms of writing style, I recommend you use **conversational language**. Don't use industry jargon. Avoid using long, sophisticated-sounding words. Write like you'd speak to your prospect over the phone. One reason this is important is because the average person reads at a 7th or 8th grade reading level. By using clear, simple language you'll make it easier for people to understand and respond to your offer.

Another reason to choose your words carefully is because you'll need to keep it brief: Google gives you a limited number of characters to work with — **25 characters** for the headline, and **35 characters** for each of the description lines.

Here are a few more ad writing tips for you to remember:

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- Use benefit focused versus featured focused copy. For example, if you're a chiropractor, then the benefit is a pain free back. If you offer your services to athletes then the stronger benefit is for the athlete to recover from the injury and return to peak performance faster.
- When possible, include your keywords in your ad's headline. This will typically increase the number of people who click on your ad because Google will **bold** the words that match the keyword searched. Plus, when you match the keywords in your ads, your ads are automatically **congruent** with your keywords.
- Next, remember to focus on your customer, rather than you. Focus on the benefits that your services provide, and communicate your Unique Selling Proposition and Irresistible Offer in your ads when possible.
- Use a strong call to action in your ad and be specific about what you want your prospect to do. For example, call now, get started today, start your free trial, get a free quote, act now, book an appointment, etc.

I recommend writing ads in a spreadsheet (such as Microsoft Excel or Google Spreadsheets) because that makes it easier to measure the number of characters you have in each line of the ad. (You can use the function, =LEN(A1), to automatically measure the characters in a spreadsheet's cell). I typically will write 5 or 10 ads and then pick a few that seem the most compelling to test first. OK, so those are some ad-writing best practices for you.

There are 4 key components to your AdWords text ads:

1. Headline
2. Description line 1

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3. Description line 2
4. Display URL

Headline

Again, try to include your keyword in the headline of your ads.

Another technique is to ask a question in the headline. For example, if the keyword is “new york city dentist” then a headline could be “Need a New York Dentist?” Your prospect will consciously or subconsciously answer yes to that question and will be more likely to continue reading the ad and click to your landing page.

And finally the 3rd technique is to make a promise in your headline. For example, you could promise a free teeth whitening in your headline to capture your prospect’s attention and stand out from the crowd of competitor ads.

Description Line 1 and 2

In your two description lines you want to reiterate the benefits of your service, state your USP, provide social proof, and/or describe your offer. And of course you need to include your call to action.

Display URL

The display URL is an area a lot of advertisers don’t take advantage of. You can actually use your Display URL to make your ad stand out even more.

Here are three examples for a dentist:

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- www.domain.com/Whiter_Smile
- www.domain.com/NYC_Dentist
- www.domain.com/Free_Whitening

The first example uses a benefit in the URL. The second example includes your location to make sure you attract prospects near your office. And the third example includes your offer in the URL. I recommend you test all three strategies to see which one gets a higher click through rate.

Let's now take a look at an example of a good ad and a bad ad, so you can see the difference.

Example of a Good Ad

[Same Day Sub-Zero Repair](#)

24 Hour Service... Within 1 Hour
\$25 Off Coupon. Call Us Now.

This is an ad for the keyword “appliance repair.”

As you can see, the advertiser is clearly targeting a specific niche – people with Sub Zero appliances. They offer compelling benefits, including same-day 24-hour service within 1 hour. They have an offer of a \$25-off coupon. And they have a clear call-to-action to call now.

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Example of a Weak Ad

Now let's contrast that with a weak ad.

[\[Name of Company\]](#)
family owned since 1939 for all
your appliance needs call now

Rather than call out the company, I'm going to just tell you that the headline was the name of the company. The name of your company is NOT a good response to somebody searching "appliance repair." There is no congruence between the keyword and the ad headline.

Also, "family owned since 1939" is not a specific benefit. It's sort of an implied benefit – the business is hoping the prospect will assume longevity corresponds to good service. However, it's always better to use explicit benefits rather than implied benefits.

Also, the phrase "for all your appliance needs" is very vague. This is an example of trying to be all things to all people, rather than solving a very specific problem for a very specific target customer. The only good thing about this ad is that it has a call to action – "call now."

Before we move on to Step #6, I need to explain 4 common mistakes to avoid when writing your ads.

Mistake #1. "One size fits all" ads

The first mistake to avoid is writing the "one size fits all" ad. You should never try to create one ad for ALL of your keywords. This is a huge mistake because a great ad

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could never be 100% relevant for all of your keywords. If you try to make an ad relevant to all keywords you'll end up with a mediocre ad for all of your keywords.

Mistake #2. “Me too” ads

The second mistake is to create what's called “Me too” ads. Me Too ads are ads that say the same thing as your competitors' ads. For example, if all of your competitors are saying, “get a free consultation” then there's no way you'll stand out from the crowd with an ad for a free consultation. You need to differentiate by using your competitor research and your unique selling proposition.

Mistake #3. “Feature rich” ads

The third mistake is to emphasize features rather than benefits. We touched on this earlier. Your prospects need to know “what's in it for me?” or “how will my life improve by using your product or service?” Features like “state of the art technology” do not answer those questions so don't include them in your ads.

Mistake #4. “Company focused” ads

And finally the fourth mistake is using “company focused” copy rather than “customer focused” copy. Many businesses talk about themselves as if that's what the prospect is interested in. All the prospect cares about is how your product or service is going to help her. That's it. Including anything other than customer benefits is a bad use of your limited ad space.

Now once you've written some ads, it's time to put the next step in place... And turn those clicks into potential customers...

Step #6: Create a Specific Landing Page

Now we've come to the real turning point of your ad campaign – making the phone ring. We're going to talk about generating leads – how to persuade prospects to do business with you, instead of the other guys.

To do this, you need to create a specific landing page for your campaign. Your landing page is simply the webpage where your potential customer *lands* after clicking on your ad. And this is where many advertisers screw up: they send their advertising clicks to their homepage. **That's a huge mistake!** And here's why...

Your homepage explains EVERYTHING you do, so it's not targeted to a specific visitor who is searching for a specific solution to their specific problem. And, as you know, people are impatient online. If they don't find what they want within seconds, they're gone.

There are 9 key elements of high converting landing pages:

1. Strong Headline
2. Relevance
3. Unique Selling Proposition
4. Benefit Focused Text
5. Specifics
6. Social Proof
7. Credibility Indicators
8. Irresistible Offer
9. Call to Action

Grab Attention with a Clear, Compelling Headline

The most important element on the landing page is the headline. This is the first thing a visitor will read and she will make a split-second decision whether to keep reading more or click the back button. Research has shown that most website visitors make a decision within 3 - 8 seconds of landing on your page. So if your headline is weak, your prospects will simply click back and click on one of your competitors' ads.

So the goal of the headline is to reassure your prospect is on the correct webpage and compel her to keep reading. You're not necessarily selling in your headline. You're just trying to get your prospect to read the rest of your page where you'll convince her to take action now.

So clearly it's important to relate the headline to the ad text the prospect clicked on before landing on the webpage. If you promised a "free quote" then make sure your headline restates the free quote offer.

Relevance

As I just explained, your headline needs to relate back to the ad the prospect clicked on. And the rest of page must be relevant as well or else your prospect could get confused, distracted or think your business is not a good fit because you're not 100% focused on solving her immediate problem.

This means if you're advertising your personal injury practice, then make sure you're landing page is laser focused about personal injury. Do NOT include all of your other services because your prospect is only interested in hiring a personal injury attorney.

If your prospect wanted a real estate attorney, then she would have searched a keyword related to real estate and clicked on an ad promising to offer real estate closing services. This is another reason why your homepage should NEVER be used as your landing page.

Unique Selling Proposition

You already created your USP and you probably already know why this is a critical component on your landing page. Your USP should give your prospects a compelling reason to do business with you versus your competition. So your prospect is going to be more likely to contact you because your business is clearly the best option.

Plus, a great USP will make price a secondary issue. This will reduce the number of prospects you lose to competitors who offer cheaper services.

Benefit Focused Text

Beware of using “company-focused” website copy. Don’t start off by talking about how great you are and how long you’ve been in business. Instead, focus the conversation on your customer and how you can solve a problem that’s important to him or her.

When writing about your products and services, use conversational language. Write like you would speak to your prospect if she just walked into your office.

Stress benefits over features. Realize that your potential customer only wants to know “*What’s in it for me?*” Be sure to include your unique selling proposition (USP) and your Irresistible Offer prominently on your landing page.

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Specifics

Be as specific as possible on your landing pages. For example, an appliance repair business should include the specific brands like “Sub zero” refrigerators on their landing pages so they call out and speak directly to their ideal prospects. Or, if their business does not want certain types of appliances then specifically state which brands they do not work on. This will eliminate wasted time speaking to unqualified prospects clicking on your ads.

And finally, when you reference numbers remember to use exact numbers rather than rounding up or down. Exact numbers are more believable and they tend to stand out more than rounded numbers so you’ll grab more attention from your prospects.

Social Proof

Social proof is critical for creating a high-converting landing page. Your prospect wants reassurance that other people think you’re good at what you do, or that your product performs as promised. For that reason, it’s really important to include proof in the form of testimonials, endorsements, media mentions, and awards.

Of all of these, testimonials are the most important. Testimonials can come in many formats, including video, audio, and text. You should use whatever format you can get, but video is the most convincing and often the most effective.

(Note: It should go without saying that you should NEVER use fake testimonials.)

Credibility Indicators

Unfortunately there are inexperienced, dishonest, and even fraudulent businesses advertising online. And almost everyone has heard horror stories about someone getting ripped off or even worse some form of malpractice. So unless you're a big name company, your prospects are going to think twice before contacting you to do business.

Fortunately, there are some credibility indicators you can use on your website to highlight you're a legitimate business.

First, make sure you list your contact information like phone number, physical address, email address and even live chat if you have the resources to use it. The more contact information you include, the better because it shows that you're a legitimate business and you're reachable if there's ever a question.

Next, add any groups or associations that you are a member of. For example, if you're a member of the Better Business Bureau then prominently display the BBB logo on your landing page. This is credibility by association.

If your business has ever been featured in the press, then you can include something like, "As seen in The Wall Street Journal" or "As seen on TV" if you've ever been on TV. And finally if you receive orders and payments online then you can add a 3rd party trust seal like VeriSign or MacAfee

In our experience, the more credibility you add to your landing page, the higher your conversion rate will be so this is well worth the time and effort to include.

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Irresistible Offer

The same offer you promised in your ad should be clearly stated on the landing page. Describe all the key elements of your offer and address every objection you know about.

Call-to-Action

First, start with the end in mind. This is where most people go wrong: they're not clear on what they want website visitors to do. If you're not clear about what you want people to do, then how can you expect them to take the action you want them to take? Even if there are several things you want people to do, pick the most important one, and make that the focus of your landing page.

Next, make it really obvious what your potential customer should do. Here's what I mean by that. When you're designing the layout of your landing page, make sure you allocate proportionate space and attention to the action you want people to take. Dumb it down if you have to, and make it extremely obvious what you want people to do. Don't leave any doubt in your website visitors' minds. If possible, put your call-to-action at the very top of the page, so people can see it without having to scroll down in their browser.

If you're not sure your landing page is obvious enough, try this simple test: Stand 5-10 feet away from your computer monitor and see if you can still immediately understand what you're supposed to do on your landing page. If not, then you need to redesign your landing page to make it even more obvious.

Finally, persuade your customer to take action -- right NOW. If you want more people to do something on your website, you need to make a compelling case for why they should

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do it. Present your irresistible offer. Offer a solid guarantee to motivate people to take action. And In addition, display social proof in the form of testimonials, endorsements and awards to make people more confident about doing business with you.

I could go on and on with specific tips to improve landing page conversion rates. But you should start by keeping it simple. Don't lose sight of the big picture.

OK, now it's time for one of the most important steps of all...

Step #7. Track Your Success

One of the most famous quotes about advertising is from John Wanamaker, a pioneer of retail at the turn of the 20th century. He said, *"Half the money I spend on advertising is wasted; the trouble is I don't know which half!"*

And if you don't have the proper tracking in place, then there's no way to measure the return on investment (ROI) from your AdWords campaign.

Well, the good news is that today it's easy to know what's working and what's not working.

Remember the Manhattan real estate company I mentioned earlier in this eBook? When they came to us, they were spending thousands of dollars per month on advertising but they didn't have proper tracking in place, so they didn't know which parts of their campaigns were profitable and which were unprofitable.

As it turns out, they were wasting about half of their money on unproductive advertising – but they had no idea until we put proper tracking in place. They had been spending

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\$7,000-\$10,000 every month in Google AdWords for years – without a clear idea of their ROI.

We helped them setup proper tracking, so they could see which keywords were generating new customers, and which keywords were simply losing money. With our help, they started investing more money on the keywords that were working, and they paused the keywords that weren't working. And we were able to improve their ROI without increasing their ad budget!

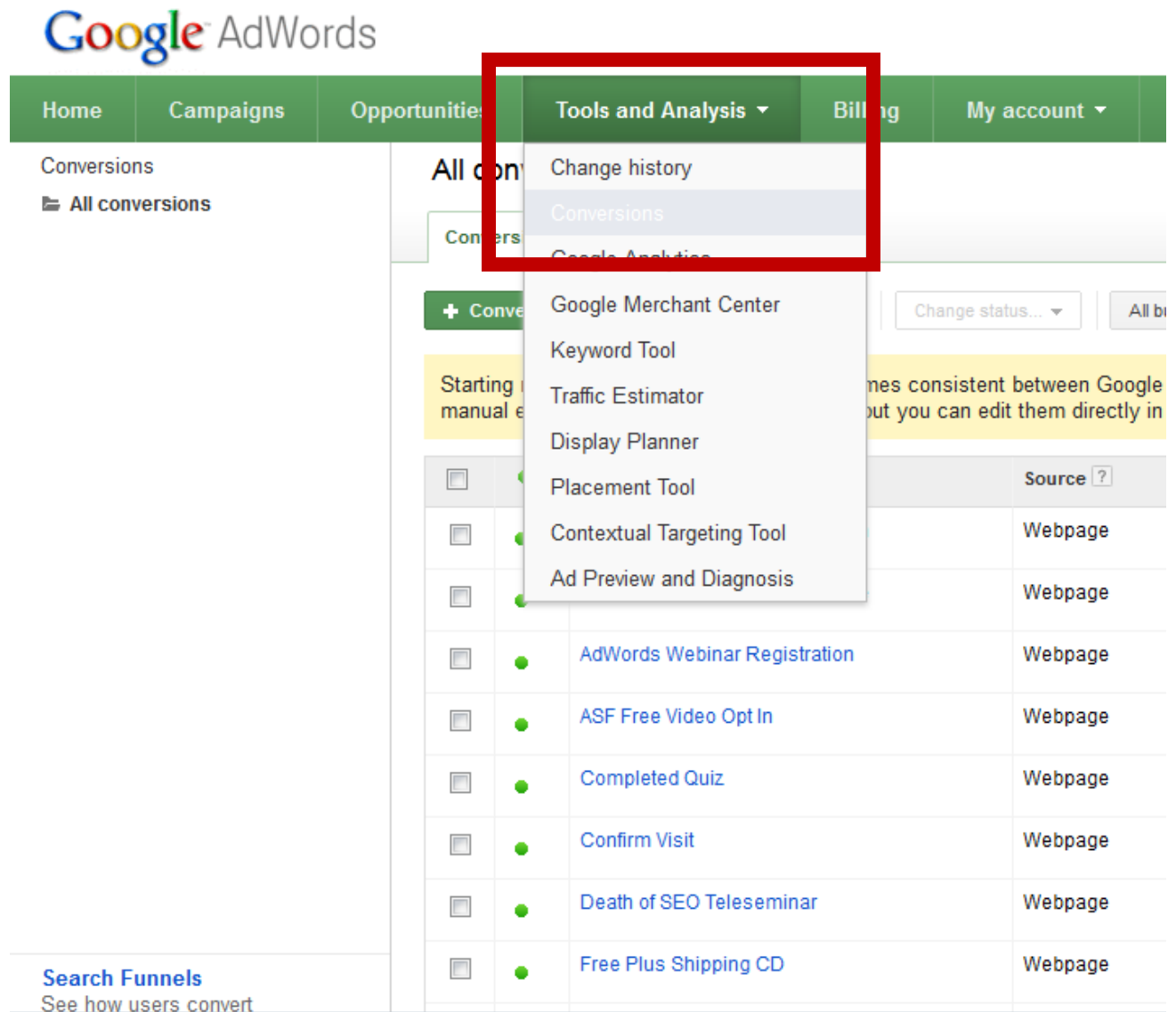
OK, so let's talk about how to track your return on investment from Google AdWords.

Online Conversion Tracking Is Easy

If your sales all occur online with some sort of an e-commerce shopping cart, then tracking is pretty straightforward. Just use Google AdWords conversion tracking.

The AdWords conversion tracking code can be found in your AdWords account under **“Tools and Analysis > Conversions.”**

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To create a new conversion, simply click on the [+ Conversion] button and follow the steps to define your conversion. Then all you or your webmaster has to do is add a small snippet of code to your order form thank you page or receipt page.

Then, when people complete an order on your website, they'll land on the customer receipt page or thank you page and Google will automatically track the conversions in your AdWords account. That's very simple and straightforward.

But what if you have an “offline” sales process?

What if you generate leads online, but you ultimately close the sale “offline” – over the phone or in-person, rather than online? You may think it’s difficult or impossible to track which ads are resulting in offline sales. However, it’s not impossible at all.

Here are 3 options for tracking your ROI, even if you have an offline sales process:

Offline Tracking Method #1: Create an Artificial Online Sale

First, you can use what we call an “artificial” online sale.

This tactic requires some basic understanding of how online sales conversion tracking works. So let’s talk more about that. When a prospect clicks on your online ad, then a cookie (a small text file) is saved on her computer. The cookie stores the information about which ad she clicked and which keyword she searched.

Then when she purchases a product she eventually visits the “Thank You” page or receipt page. The “Thank You” page or receipt page has conversion code that reads the cookie and sends the information back to AdWords.

So to track offline sales we just need to artificially create an online sale. The customer already has the cookie on her computer because she clicked on an online ad. So, we need to have her go to a webpage that has conversion code on it, so it reads the cookie information and sends it back to AdWords.

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This may require a little bit of creativity in your sales process. If you're already asking customers to visit a particular webpage after the sale is made, then it's pretty simple. For example, perhaps you have new customers create an account on your website or download an important document. You could have them do this by visiting a webpage with conversion code on it. Simply add the conversion code to the webpage your customer visits and you're all set! Once the customer visits the page she'll trigger the conversion code. And now you're tracking your offline sales. You can now get full transparency into your return on investment from AdWords.

If that method simply won't work in your business then don't worry, we have two more methods to go through.

Offline Tracking Method #2: Use Coupon Codes

The second approach to tracking offline sales is to use coupon codes.

You may be familiar with the concept of coupon codes and how they are used to track offline marketing campaigns. This same technique can be applied to online marketing as well.

For example, if you're advertising an exclusive offer online, then you can display a different coupon code for each ad and source of traffic. If you're advertising on hundreds of different keywords, then each keyword would have a different code to allow you to track sales back to the exact keyword.

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In order to take advantage of the offer, your customer has to give you the coupon code over the phone or in person. Then you can match the codes to the ads and sources of traffic.

And here's a third option that I strongly recommend...

Offline Tracking Method #3: Use Tracking Phone Numbers

This tactic is simple – use a different phone number for each ad and source of traffic that you want to track. For example, if you're running ads in Google search and Bing search, then you can use two different phone numbers for each search engine. Then when you get calls and sales from the "Google" phone number you'll know for sure that the Google ads generated the sales.

This works very well when you want to track large groups of ads. However, if you want to track calls down to the keyword level then you'll find this can become too expensive because you would need hundreds of different phone numbers. Some of the top online call tracking companies have solved this problem by using dynamic phone numbers, which is a great solution depending on your needs.

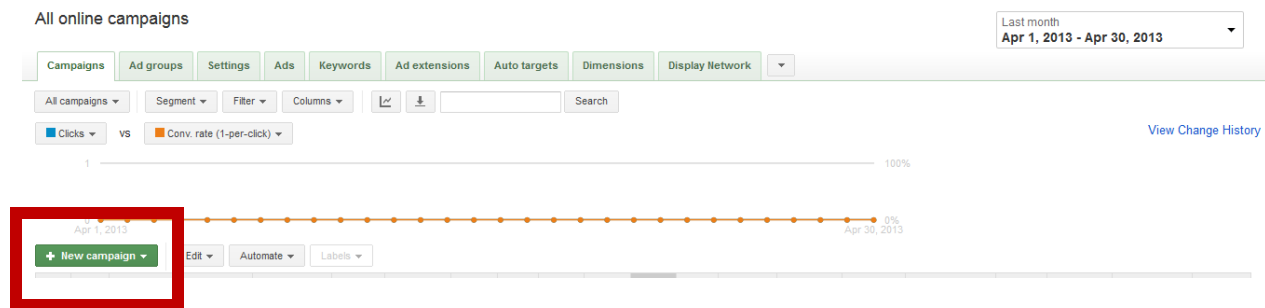
At the end of this eBook, I've provided some recommendations for call tracking services.

OK, now that we've got tracking in place, it's time to setup your campaign and get your ads live...

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Step #8: Set Up Your Campaign

AdWords makes the campaign setup process fairly straight forward. To get started simply click on the green New Campaign button as shown below.

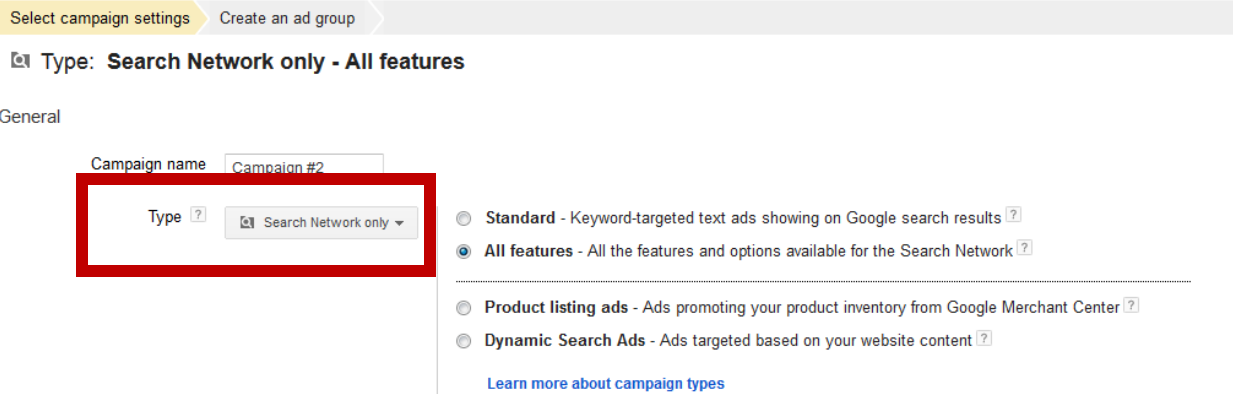


Just because the setup is simple, doesn't mean all the default settings are in your best interest. In fact, there are several "default" AdWords settings that will waste your money – and I recommend you change them right away.

For example, when you create a new AdWords campaign, by default, Google will display your ads in 2 places: Google's Search Network, when people are searching for the keywords you specify in Google.com, and also on Google's Display Network, where your ad will be displayed on lots of other websites.

For your initial campaign, you want to start with Google search only (see below).

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You can find that setting under the “Settings” tab. Make sure you select search and turn the Display Network OFF for your initial campaign. You’ll want to test advertising on the Display network later but initially you’ll only want to display ads on Google Search. Otherwise, you could waste a lot of money.

There are also many other default AdWords settings you need to change before you go live with your campaign.

Here’s a run-down of our other recommended settings:

A. Keyword Match Type

A very common mistake that almost all new AdWords advertisers make is to set the keyword match type to Broad. Broad match will give you the most traffic, but it will also show your ads on irrelevant keywords that will waste your advertising budget.

In case you’re not familiar with keyword match types, there are 4 match types:

- Broad
- Modified Broad

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- Phrase
- Exact

The match type of a keyword tells Google which keywords should trigger your ad to be displayed. For example, if all of your keywords are Exact match, then you tell Google to only show your ad when the exact keyword is typed into Google.

Phrase match keywords will trigger ads when the exact phrase is part of the keyword typed into Google. For example, if your Phrase match keyword is “office space” then your ad will display for “New York office space” and “office space in New York.” However, your ad would not display for “office in space” because the phrase “office space” is broken up by the word “in.”

Broad match keywords will trigger your ad for the exact match, the phrase match, and also for any other keyword that Google has determined is related. As I said before you’ll get the most traffic with Broad match, but you risk showing your ad to irrelevant traffic that Google thinks is related to your product or service.

Modified Broad match is a more advanced technique that tells Google to match your ads to any keyword with your exact words in ANY order. I typically recommend this when you’re ready to expand and do not want to risk wasting money using regular Broad match keywords.

So the first thing you want to check is to make sure your keyword match type is NOT Broad.

I recommend starting with Phrase match because you’ll get the best of both worlds with regards to targeting and reach. However, when you use Phrase match, you need to

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make sure you include **negative keywords**. . To set your match type to Exact match, add square brackets around your keywords. To set your match type to Phrase match, add quotes around your keywords (see image below).

Keywords

Select keywords

Your ad can show on Google when people search for things related to your keywords.

Tips

- Start with 10-20 keywords.
- Be specific: avoid one-word keywords. Choose phrases that customers would use to search for your products and services.
- By default, keywords are broad matched to searches to help you capture a wider range of relevant traffic. Use [match types](#) to control this.
- Learn more about [choosing effective keywords](#).

Enter one keyword per line. [Add keywords by spreadsheet](#)

```
office space|  
"office space"  
[office space]
```

Phrase Match

Exact Match

B. Negative Keywords

Negative keywords are critical if you're going to use Phrase or Broad match keywords. If you add a negative keyword to your campaign or ad group, then Google will never show your ad when the negative keyword is present in the search phrase.

For example, let's say you own a BMW dealership and you only sell new BMWs. In that case, you'd want to block your ads from appearing when people search in Google for used BMWs. Each of those clicks would be a waste of money, because you're only selling new cars, not used cars. So make sure to add negative keywords, so you block irrelevant clicks.

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A useful tool for finding negative keywords is Google's "Related searches" on the left hand side of the Google search results. Simply search for one of your keyword phrases, click on "Related searches" and then copy any keywords that are NOT related to your product or service.

To add negative keywords, go to the Keywords tab in your account, scroll down to the bottom, and click on the Negative keyword link (see image below).

The screenshot shows the Google AdWords interface. At the top, there are tabs for Ad groups, Settings, Ads, Keywords, Ad extensions, Auto targets, and Dimensions. Below the tabs, there are filters for 'All but deleted keywords', 'Segment', 'Filter', and 'Columns'. A search bar is also present. The main content area shows a table with columns for Keyword, Ad group, Status, Qual. score, Est. first page bid, Clicks, Impr., CTR, Avg. CPC, Cost, Avg. Pos., Conv. (1-per-click), Cost / conv. (1-per-click), Total conv. value, and Value / conv. (many-per-click). The table is currently empty, with a message: "There are no keywords in this campaign. You can add keywords by clicking "+ Add keywords" above." Below the table, there is a section for "Negative keywords" which is highlighted with a red box. This section includes buttons for "Add", "Edit", "Delete", and "Download".

Next, click the Add button to add in the keywords you want to block.

C. Initial Cost per Click (CPC) Bid

Next, let's talk about your Initial Cost per click Bid – this is how much you're willing to

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pay per-click. I get a lot of questions from customers and clients about what value to use for the initial cost per click bid.

The best place to start is to use Google's Keyword Tool to get the estimated cost per click for each keyword. Use this bid to start.

The estimated cost per click is typically the most you would have to pay to be #1 with a good ad. However, if your ad can get a better click through rate compared to your competition, then you should be able to get a much lower cost-per-click over time.

D. Budget

Next, is Budget: how much you're willing to spend on a daily basis.

There are two factors that determine your budget:

- How much money you have to test
- How many keywords you want to test

For your initial test, I recommend you run your ads for at least 10 days so you get some data for each day of the week. I say 10 rather than 7 days because it typically takes a few days for your campaign to ramp up.

So if your budget is \$500 per month, then you should not spend more than \$50 per day. Then if you max out your budget you would pause your campaign, make any adjustments based on the test data, and then resume the following month.

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As long as your delivery method is set to “Standard: Show ads evenly over time” Google will spread out your ad impressions over the entire day. This will ensure your ads don’t stop displaying mid-day because you hit your budget.

If you have a lot of keywords that you want to test, then you’re either going to have to spend more time testing OR spend more money each month because your cost is going to be spread out over so many keywords.

I like to get at least 100-200 clicks on a keyword before I declare it a winner or a loser that I need to pause or delete. That means I try to get at least 100 clicks for EVERY keyword in the ad campaign. If you have a lot of keywords, then I suggest you trim your list for the initial test and then you can always add more keywords later once your campaign is up and running.

E. Ads and Ad Rotation

OK, now let’s talk about your ads and ad rotation: how many ads you’re going to test, and how you want them to be displayed.

I recommend you start with at least 3 text ads. The reason to start with 3 is because it’s impossible to know from the start which ad is going to generate the higher click-thru rate.

Since a high click-through rate will allow you to get a lower cost-per-click, you want to always be testing to improve your ad click-thru rate. If you only start with one ad, then you’re wasting an opportunity to test a different ad variation that could give you a higher click-thru rate.

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Similar to keywords, you need to wait until you get a large enough sample size before you can determine an ad is a winner or a loser.

In addition to click-thru rate, you'll want to measure landing page conversion rates to determine which ad performs the best for your particular conversion goals. It's possible to have an ad that generates a high click-thru rate, but does not convert as well. So in that case, you would stick with the ad with the higher conversion rate.

For that reason, I recommend initially setting your ad rotation to "Rotate: Show ads more evenly." This will rotate your ads equally between all of your ads and give you control to determine which ads are performing best.

You can also tell Google to optimize for clicks or conversions, but when you're just starting out I find it's best to manually pause and add new ads. This will force you to monitor and actually add new ads rather than rely on Google's optimization algorithm.

F. Locations

The next setting is Locations: Country, city, state, and zip codes. This one is simple. Make sure you're targeting the correct locations.

If your business only serves local customers, you'll want to focus your ads on your geographical area. For example, if you are a dentist in Manhattan, you'll only want to show ads to people in and around New York City.

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If you serve an international audience, I highly recommend you start with one campaign targeting one country. Then once everything is working in one country create a new campaign to test another country. This will allow you to tailor your ads for each country and easily show you how each country is performing separately.

G. Device Targeting & Bids

According to a [study by Constant Contact](#), only 34% of small businesses have a mobile optimized website. If you're among the 66% who do not have a mobile-friendly website, then it should be obvious you don't want to spend money advertising to mobile devices.

I do recommend you eventually set up a mobile optimized site, but until you do it's important to turn off your ads for these devices. Here's how...

Go to Settings > Devices and then click on the box to the right of Mobile devices with full browsers under the column Bid adj. A yellow box will pop up and you can select "Decrease By" 100%. (see below).

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Campaign: Campaign #2 CUSTOM
Apr 1, 2013 - May 16, 2013

Enabled Type: Search Network only - All features [Edit](#) Budget: \$1.00/day [Edit](#) Targeting: United States [Edit](#) Active bid adjustments: Device

Ad groups Settings Ads Keywords Ad extensions Auto targets Dimensions

All settings Locations Ad schedule **Devices**

Filter Columns Download Refresh

Clicks vs None [View Change History](#)

Device	Bid adj. ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?
Computers		0	0	0.00%	\$0.00	\$0.00	0
Mobile devices with full browsers	Decrease by 100 % Example: A \$10.00 bid will become \$0.00.	0	0	0.00%	\$0.00	\$0.00	0
Tablets with full browsers		0	0	0.00%	\$0.00	\$0.00	0
Total		0	0	0.00%	\$0.00	\$0.00	0

Show rows: 500 1 - 3 of 3

Once you click Save, then your ads will not show for Mobile devices. Then once you have a mobile-friendly website you can come back here and adjust your bids to see if mobile traffic will work for your business.

And now that you've got your campaign set up properly, it's time to 'go live' with your ads!

Step #9: Optimize Your Campaign

Now it's time to optimize your campaign, so it's more profitable.

In every Google AdWords campaign there are 3 main leverage points where you can optimize to drive more traffic and more sales:

- A. Your Keyword Bids
- B. Your Ad Click Through Rate
- C. Your Landing Page Conversion Rate

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A. Your Keyword Bids

The first leverage point is your bids – how much you are bidding for each keyword. Your goal is to find the optimal bid that will generate the maximum number of conversions at a target cost per conversion.

First, you need to know your target cost per conversion. If you're selling a \$100 product and you're comfortable making \$20/sale in profit, then your target cost per conversion would be \$80.

Next, you can calculate the maximum cost per-click for any particular keyword, which is your conversion rate multiplied by the target cost per conversion that we just calculated. If we have a conversion rate of 2% and our target cost per conversion is \$80, then we can pay up to \$1.60 for every click.

Armed with your maximum cost per click, you can now adjust your bids accordingly.

B. Your Ad Click-Through Rate

The second leverage point is your ad click-through rate – how often your ads get clicked.

By testing different ad copy, you can achieve a higher click through rate. And with a higher click-thru rate, you'll not only get more traffic, you can get big discounts on your cost per-click.

Optimizing ad copy is an ongoing iterative process. At all times you should have at least 2 different text ads rotating evenly so you can periodically check the stats to determine

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which ad is best. Then when you pick a winner, add another ad to try to beat the best ad copy.

C. Your Landing Page Conversion Rate

The third major leverage point is your conversion rate – how many people contact you from your landing page.

Most business owners think they need more traffic, but actually **conversion is even more important than traffic**, and here's why: *If you double your conversion rate, you'll double your sales without increasing your traffic –and without increasing your ad spend!*

Most businesses have tons of room to improve when it comes to their landing page conversion rates, so this is a big leverage point.

Like ad copy, landing page optimization is an ongoing iterative process. There are many tools to help you set up split tests, but if you're just starting out I recommend you use Google Analytics Experiments (formerly known as Google's Website Optimizer). It's easy and free to get started.

Here are some ideas for what to test on your landing page to improve conversion rates:

- Different headline
- Different body copy.
- New offer and different pricing
- Different forms of social proof, including testimonials, endorsements, press mentions, and awards you may have received
- Include a strong guarantee, or other forms of risk reversal

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- Change your call-to-action size, location, and wording
- Different images or video elements

If you're not sure where to start and/or you're overwhelmed by all of the options, a good place to start is your headline, because your headline is what either succeeds or fails in grabbing your prospect's attention.

OK, we've arrived at the final step...

Step #10: Expand Your Campaign

Now that you've got your search advertising campaign set up and optimized, it's time to focus on expansion. The biggest opportunity for expansion within Google AdWords is to advertise on the Google Display network.

Remember earlier, when you were setting up your campaign, I said you should turn the Display Network OFF? Well, you should still keep it off for your initial campaign (which will be a search-only campaign). And then, when you're ready to expand to the Display network, you'll want to create a brand new campaign just for display advertising because you'll optimize the two campaigns differently.

The easiest way to generate a profit with the Display network is to use **remarketing**. You may have heard this called re-targeting as well. AdWords calls it remarketing and it's the same thing. The idea is you are going to display your ads to people who have already visited your website. So everyone who expressed interest in your business by visiting your website will be eligible to see your Remarketing ads

5 Reasons to Use Remarketing

There are 5 main reasons why all business owners should set up remarketing in their AdWords campaign.

1. **Targeting:** Your ads will only be displayed to prospects who have already expressed interest by visiting your website. This is highly targeted traffic that should convert to more leads and sales.
2. **Messaging:** Your ads can refer to something your prospects have already seen on your website because you know they have already visited your website. Therefore, your ads are more likely to resonate and compel prospects to click through to your landing page.
3. **Repetition:** Your prospects will repeatedly see your ads on multiple websites. Therefore, your business appears to be very popular and you stay top of mind, so you're less likely to be forgotten as your prospect surfs around to other websites.
4. **Expansion:** If you're only advertising in Google Search, then remarketing is a great place to start to expand your ad reach. The Google Display Network can often provide more traffic than Google Search and Remarketing allows you to tap into this large network to test it out.
5. **Market Research:** Your ads will display on other websites your prospects visit. That means over time you'll collect market research about exactly where your prospects go online so you can target them directly in the Google Display Network. This information is priceless and will give you a huge competitive advantage as you expand on the Display Network.

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Keyword Targeting

Another form of advertising on the Google Display network is **keyword targeting**. With this type of advertising, AdWords will read the keywords in your ad group and determine which websites are most relevant to your keywords.

The campaign structure is going to be exactly the same as your search campaign, but you'll use different keywords. The big difference is that instead of AdWords matching your keywords to search phrases on Google.com, AdWords is going to read all of the keywords in your ad group and assign it to a theme. For example, if your keywords are all related to cosmetic surgery, then AdWords will assign your ad group to the cosmetic surgery theme.

Then AdWords will match your ads to all of the websites that also have the cosmetic surgery theme. The key is to create ad groups with themes AdWords can use to match you on the most relevant websites.

Placement Targeting

The other type of advertising on the Google Display network is **placement targeting**.

If you use placement targeting then your ads will only be displayed on the websites you choose to target. For example, if you want to only show your ads on The New York Times, then you could target *nytimes.com* and your ads will only be displayed on webpages on that particular website.

Devices

An additional opportunity for expansion is to advertise on different types of devices. Note that you may need to create different landing pages that are optimized for mobile and tablets. A lot of websites will look broken in mobile devices so it's important to work with your webmaster to make sure your prospects using the devices you want to target will see your landing page correctly.

You'll want to create separate campaigns for each device you target and use unique tracking in order to calculate your ROI. And as always, I recommend you start with the Search network and then move to the Display network with any devices you're targeting.

While I could provide you with more detail about how to expand your campaigns on Google AdWords, that's not the purpose of this eBook. Rather, I created this eBook to help you get up and running with AdWords, not to give you the latest cutting-edge Display advertising techniques. The main point I want you to grasp is that there is a lot of opportunity to expand your campaigns with Google's Display network, once you have your search campaign up and running and well-optimized.

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Recap: Step-by-Step AdWords Action Plan

As I mentioned, my #1 goal with this eBook is to make it easy for you to get started in the right direction with Google AdWords. For that reason, I want to provide you with a clear step-by-step recap of the actions you should take.

Step 1: Create Your Plan of Attack

- ✓ Decide which products or services you'll advertise
- ✓ Decide how many customers you want to attract
- ✓ Decide how much you can afford to spend to acquire 1 new customer
- ✓ Create your initial test advertising budget
- ✓ Calculate your maximum cost per click

Step #2: Research Your Ideal Customer

- ✓ Use Google's free keyword tool
- ✓ Use 'Phrase Match' during research to get accurate, relevant search volume
- ✓ Export keywords and grade based on volume, relevance, and cost per click (CPC)
- ✓ Focus on keywords with strongest "buying intent" and stay away from "research keywords"
- ✓ Uncover more keywords using competitive research

Step #3: Create Your Unique Selling Proposition (USP)

- ✓ Identify your strengths
- ✓ Ask customers why they do business with you
- ✓ Analyze competition to find holes in the market
- ✓ Boil down your USP into a 1 sentence

Step #4: Create an Irresistible Offer

- ✓ Everybody procrastinates, so you must give people a reason to act now.
- ✓ Make sure your offer is so valuable your prospect would be a fool not to respond
- ✓ Provide a story or "reason why" to make your offer more believable
- ✓ Reduce your prospect's risk by offering a guarantee
- ✓ Provide a strong call-to-action

Step #5: Create Magnetic Ads

- ✓ Choose your words carefully (you only have 25 characters for headline, and 35 for each of the 2 description lines)
- ✓ Make sure your ads are congruent with your keywords. Include the keywords in your ad headline if possible.
- ✓ Use conversational language that speaks directly to your prospect.
- ✓ Communicate your Irresistible Offer and/or USP in your ads
- ✓ Write at least 3 ads

Step #6: Create a Specific Landing Page

- ✓ Do NOT send traffic to your homepage. Instead, send traffic to a specific landing page that's congruent with your keywords and ads.
- ✓ Grab attention with a clear, compelling headline
- ✓ Use conversational, "customer-focused" language
- ✓ Provide social proof in the form of testimonials and endorsements
- ✓ Make your call-to-action clear and prominent

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Step #7: Track Your Success

- ✓ For online transactions, use Google's conversion tracking
- ✓ Here are 3 options for tracking offline sales:
 - Create an artificial online sale
 - Use coupon codes
 - Use tracking phone numbers

Step #8: Campaign Setup

- ✓ Set "keyword match type" to Phrase
- ✓ Include negative keywords
- ✓ Set initial cost per click (CPC) to Google's estimated CPC
- ✓ Set your daily budget
- ✓ Input at least 3 ads
- ✓ Set Ad Rotation to "Rotate: show ads more evenly"
- ✓ Input the proper location(s) for your ads
- ✓ Target desktops and laptops only (unless you have mobile-optimized landing pages)

Step #9: Optimize Your Campaign

- ✓ Bids: First, identify target cost per conversion, then maximum cost per click (max CPC), and adjust your bids accordingly.
- ✓ Ads: At all times, you should be testing at least 2 different ads to maximize click thru rate (CTR)
- ✓ Landing page conversion rate: Continually test new landing page variations to improve conversion rates. Set up split tests with Google Analytics Experiments (formerly known as Google Website Optimizer).

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Step #10: Expand Your Campaign

- ✓ Create a Remarketing campaign
- ✓ Create a keyword targeted Display campaign
- ✓ Create a placement targeted Display campaign
- ✓ Expand to other Devices like mobile phones, but make sure your landing page is mobile optimized

Additional Resources

And here are some additional resources to help you succeed with online marketing.

Need Help with Google AdWords?

If you'd like help with your Google AdWords campaign, we can help you. If you're just getting started with Google AdWords, we can set up your campaign for you. If you're already advertising, we can review your campaign and then give your campaign a one-time tune-up. And we also provide ongoing Google AdWords management services. So if you'd like help with your Google AdWords, send an email to support@mainstreetroi.com.

Main Street Inner Circle

If you liked this guide, and you're not yet a Main Street Inner Circle member, you can gain access to our other guides at this page: <http://www.mainstreetroi.com/special-offer>
On that page, you can register to gain access to our Guides to Search Engine Optimization and Email Marketing when you try Main Street Inner Circle for 30 days.

AdWords Success Formula

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AdWords Success Formula is our online video course that walks you step-by-step through the process of creating a profitable Google AdWords campaign from scratch. The course includes demo videos and downloadable templates to guide you through each step of the process. You can learn more at <http://www.adwordssuccessformula.com>.

Phone Call Tracking Tools

Earlier in this eBook, I recommended that you use trackable phone numbers to track which keywords are resulting in phone calls.

IfByPhone. We personally use IfByPhone for our phone call tracking. In addition to phone call tracking, IfByPhone can also record incoming phone calls. This can be a great training tool to supervise your call-handling process, which is a big area for improvement in many businesses.

Note: We like IfByPhone so much that we have become an authorized reseller. If you're interested in using IfByPhone, contact support@mainstreetroi.com and we can work with you to get you set up.

Another service we've used in the past and can recommend is **ClickPath** by Who's Calling.

And an additional phone tracking service is **Mongoose Metrics**. I have not personally used Mongoose Metrics, but I have heard great things, so I included them on this list in case you want to check them out.

Free InfusionSoft Demo

If you want to track your sales all the way through the sales cycle, then I recommend you

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use a customer relationship management (CRM) system. Here at Main Street ROI, we use InfusionSoft for our CRM as well as email marketing. If you want to learn more about InfusionSoft, you can click here to receive a free demo:

<http://mainstreetroi.com/infusionsoft-demo>

Final Words

Finally, I want to say “Congratulations” for reading this eBook. Just by taking the time to read this eBook, you are now better informed and better equipped to create a profitable Google AdWords campaign and gain an edge over your competition.

But in order to get results, you’ll need to take action. So don’t delay, get started right away. And then let me know how it goes.

Will You Be My Next Success Story?

I love hearing success stories from customers. If you have experienced success as a result of implementing our recommendations, please share your story with me by writing to support@mainstreetroi.com.

Here are some comments I’ve received from other business owners who have gone through our in-depth AdWords Success Formula training course:

“Before I purchased this course I tried 2 things. First we outsourced our PPC campaign to another company. All they did was waste around \$5,000 of our money with almost zero results. Then

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I gave the task to a 'marketing expert' inside of our company to do this job and it was also very poor. After that I decided to learn all about AdWords on my own and purchased this material. At first I was not sure exactly what to expect, however all the parts in the course are explained very, very well. Everything is done step by step easy to understand and easy to apply. The best part is this course does not only teach you about technical parts of PPC campaigns and AdWords, but you can also find lots of very interesting marketing tricks inside which can also help other aspects of your business. I would recommend this to every business owner that is interested in AdWords... even if you wish to outsource this, you should know what that other company will be doing with your money."

- Mitja Mirtic, CEO
Goolets Ltd.

"AdWords Success Formula taught me how to take a pay per click program all the way from research to execution. I would recommend this course to small business owners and to marketing agencies who are looking to expand their service offerings."

- Nick Robinson, Director of Client Services
SocialMediaHQ.com
Philadelphia, PA

"Great course! It was very helpful and action driven. The Ad Planner is a great tool for streamlining, planning and

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implementing a successful AdWords campaign. I recommend this course to everyone doing PPC on AdWords, even if they've been doing PPC for years, you will learn something new. "

- Cristina Zapata,
Xzito Creative Solutions, LLC
Johnston, RI

Send your feedback and success stories to support@mainstreetroi.com.