



Ads
[Google Cost Per Click Ads](#)
 Control Costs & Pay Only For Clicks
 Make Every Click Count on Google
www.google.com/AdWords

1 Research

- Understand Your Target Market**
 - What Is Their "Problem"
 - What Questions Are They Asking
- What is Your Most Desired Response**
 - Phone Call
 - Purchase
 - Opt In
- Set Up System For Tracking Leads**
 - Trackable Phone Number
 - Online Shopping Cart
 - Autoresponder System
- Keyword Research**
 - Use Free Tools
 - Spy On Competition
 - Look at PPC Ads

2 Account Setup

- Pay Close Attention To Settings**
 - Always Split Up Search And Content Campaigns
 - Use Geographical Targeting
 - Scheduling - Day Parting
 - Use Negative Keywords
 - Match Type
- Group Keywords by Landing Page**
 - Keep AdGroups And Keywords Tight
 - Avoid Duplicating Keywords Across AdGroups
- Creating Your Ads**
 - Capitalize Each Word In Title & Body Copy
 - Use the Keyword In The Headline (if Possible)
 - Have A Compelling Ad With a Call To Action -- Get The Click
- Creating Your Landing Pages**
 - Relevant To The Keywords You're Targeting

3 Optimization

- Run Reports**
 - Adwords Report Center
- Monitor & Optimize**
 - Traffic (Impressions)
 - Clicks (CTR)
 - Conversion Rate

4 Top Performing Campaigns

- Build Campaign In Microsoft AdCenter