

5 Tips For Google Adwords Success

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The US Advantage

Setting up an account

If you live outside of the US, different minimum bid prices hold true given the different currencies involved.

Let's take the UK for example – in the UK the minimum bid price is £0.04 whereas the minimum bid price in the US is \$0.05.

This means the cost of bids in the UK when currency is converted is significantly higher (July 2005), therefore it may be wise for you to setup an Adwords account which uses USD.

I say may because you will incur charges for currency conversions with your bank so you must look at your own particular financial situation to be sure.

So, if you have yet to create an Adwords account – or indeed even if you have an account (you would have to shut it down before reopening another) – sign up at <http://www.google.com> (not your local Google portal – eg: .co.uk) and specify dollars as your account currency.

For Local Businesses

"But I don't need the Internet - I'm a local business..."

Okay...

If you could spend £0.04 (or \$0.05 in the US) and have a new customer - what would you do?

I hope you would spend that money again and again!

Granted this is the ideal example and you are likely to pay much more than £0.04 per customer you acquire, **BUT** - herein lies the rub for local businesses:

An internet presence announces your business to the world. When you are online, you have little control about where traffic is coming to you from¹ (if you are not actively driving traffic that is), but what if you could make sure that people who lived in your area, who buy your goods and would make ideal customers could be targeted!

Google Adwords can help you target **local** people, not people from New Zealand if you live in the UK - but people close to you.

Is it 100% foolproof?

Alas no, but it's a good start.

How do I do it?

Well the easiest way to do this is as follows:

1. Create a national campaign with your search terms and your location terms - eg: If you're a plumber in Poole then "plumber poole" would be a good keyword.
2. Create a geo-targeted campaign (this can be done in a couple of ways - I'll leave the nitty gritty details out for now) which means your ads are served to local people when they search for your keywords. So in the plumber example if a local person types in "plumber" and doesn't mention anything else, your advert will be shown.

So goes the theory anyway.

¹ Granted you will have to market your site to some degree prior to this because unlike the film 'Field of Dreams' - build it and they won't just come

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Does it work all the time?

Like I said – Not always very well.

This is because Google uses IP addresses to determine location and this method is somewhat of a cleaver when a scalpel is required.

It all depends how diligent ISP's are when allocating IP addresses to their customers, the only way you can know is through empirical means.

What if the regional targeting is producing no results?

If this is the case then a national campaign with location terms included (as mentioned above) is your best bet. If you were to run a national campaign on the same keywords without the location terms, you will be competing with other players who have a national presence for your particular product/service which could prove very expensive.

How to increase your business profitability by hundreds of percent

What's In A Name?

Ok,

So you get a mere 4 lines of text to play with in Adwords so every single line counts. Even more than that every single letter counts (even the Capitalisation of letters will make a difference to your click through rates believe it or not).

But what's in a name?

Your name in your ad is of course your URL. When crafting an ad, most people spend a lot of time concentrating on the headline (well worth doing as it is the most important part arguably) and on the ad text (also a good thing but not as important as you'd think).

After the headline, the next thing that prospects eyes are drawn to is...

Yes you've guessed it - your name - **your URL**

But what can I do with my URL I hear you say?

Just because you have 1 domain name doesn't mean you need to use it. There is nothing in Google's T&C's that prohibits you from using a different display URL to that of your destination URL (although you will have to own the display URL and it must resolve to a pertinent page - i.e. If you're advertising pet food, it must be about pet food and not resolve to <http://www.fengshuiastrology.com>).

Hundreds of percent more profitable...

We have conducted tests outlined above with some of our clients. Results have ranged from 46% through to 76% more profitable domain names. These results are applicable to your bottom line profitability – remember 76% more traffic will result in a like for like increase in bottom line profits.

Your results are equally applicable on and offline, whatever grabs attention online will do likewise in offline print media.

We have also seen a 113% improvement on one of our tests (with a small sample) but we stopped the test early because our results were not statistically significant and waiting for a larger sample was a moot point.

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Pop Quiz

One of my clients Jonathan Stanley has graciously allowed me to show you the results of our tests with him. Consider the following adverts and their display URL's:

| | |
|--|--|
| <p>Do You Lead Effectively? What Makes An Effective Leader And What Can You Do To Improve? www.TalkingLeadership.com</p> <p>Edit - Delete</p> | <p>Do You Lead Effectively? What Makes An Effective Leader And What Can You Do To Improve? www.ThisIsLeadership.com</p> <p>Edit - Delete</p> |
| <p>Do You Lead Effectively? What Makes An Effective Leader And What Can You Do To Improve? www.LeadSuccessfully.com</p> <p>Edit - Delete</p> | <p>Do You Lead Effectively? What Makes An Effective Leader And What Can You Do To Improve? www.MyLeadershipCenter.com</p> <p>Edit - Delete</p> |
| <p>Do You Lead Effectively? What Makes An Effective Leader And What Can You Do To Improve? www.LeadingEffectively.com</p> <p>Edit - Delete</p> | |

Which of the above adverts was the winner and which do you think was the loser and which one do you think was the winner?

Well, the results are as follows from worst to last:

| | |
|------------------------|-----------|
| MyLeadershipCenter.com | 9 clicks |
| LeadingEffectively.com | 17 clicks |
| LeadSuccessfully.com | 18 clicks |
| ThisIsLeadership.com | 21 clicks |
| TalkingLeadership.com | 37 clicks |

Who would have thought it? I certainly wouldn't but then that's the point you will never know until you test.

My thanks to Jonathan Stanley once again at <http://www.TalkingLeadership.com> for allowing me the use of this example.

And what else can you do with your text?

And even if you want to use your existing domain there's plenty you can still do - remember CAPITALISATION? And then there are sub-domains or even appended directory names.

All it takes is a little creativity and you'll find your click through rates reaching new heights!

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The Questioning Mind

???

Just like in direct marketing (as that is what Adwords advertising is), phrasing your advert as a question, and in particular your headline posing a question will increase your Adwords click through rates - and hence your chance to maximise profitability.

It's a simple formula and one you'd do well to follow:

[Question?](#)

Solution Line1

Solution Line2

www.Solution.com

Remember – ask a question whenever you can, something like the following perhaps:

If you could increase your profitability by hundreds of percent – would you do it?

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Keyword Resources

It's easy to think you have a great list of 50 or 100 keywords and stop there but you'd be missing out on the thousands of other keywords your competitors may have researched.

Brainstorming Resources

Here are a few keyword brainstorming resources you should try to increase your keyword list:

<http://www.kwmap.com>

<http://www.trackingandtesting.com/dystatic/AdwordsVolume1Wordtracker.php>

<http://www.lexfn.com>

<http://www.goodkeywords.com>

<http://inventory.overture.com/d/searchinventory/suggestion/>

<http://www.trackingandtesting.com/dystatic/AdwordsTip1NicheDB.php>

<http://www.nichebot.com>

A little note on thousands of keywords:

In theory you have 5,000,000 keywords available to you in your Adwords account. In practice this if used would 'annoy' Google as their servers would grind to a halt. Having thousands of keywords is not a good idea from a testing/tracking perspective unless:

- You have a large number of people to conduct said tracking/testing
- You have the requisite tools to analyse results
- You are extraordinarily disciplined (along with all the people you have under your command) in implementing correct tracking URL's

Google will cap the numbers of keywords in your account around the 50,000 level – they may allow more if your account history is good.

So don't get too hung up on constructing thousands upon thousands of keywords – find the ones that work as quickly as you can and focus on conversion, your time will be well served.

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Bonus Tip

Are you looking for somebody to help you with your Adwords campaign optimisation? Well, perhaps before you decide upon who should help you, type in the following phrase into Google:

“bad ppc management”

Hmmm, makes you think doesn't it...

Tom O'Brien is a certified Google Adwords Advertising Professional optimising Adwords Advertising results. To find out more profitable Adwords Tips & Tricks visit:

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