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11 Hot Tips to Make Google Adwords Pay – Part 3

By Dan Foley

Sometimes using Google Adwords can feel like you are watching your money go up in smoke. At least when you watch your money go up in smoke, you can get some warmth out of it.

If you follow these hot tips, however, you can actually make Google Adwords work for you and pay for your high natural gas prices.

Hot Tip # 9 – Use Google's conversion tracking to follow how your ads are doing

Google Adwords conversion tracking works by placing a cookie on your visitors' computers when they click on your ads. When the visitor reaches your page it is recorded by Google. This helps you determine the Return on your Adwords Investment.

By tracking clicks and calculating the ROI, you can discover which portions of your ad campaign are working. Your ROI can be calculated as revenue from your sales, minus your advertising costs, all divided by your cost of advertising.

Hot Tip # 10 – Put your keywords into your ad

The keywords that are used to search Google show up in "bold" print on the search results including Adwords ads. You should, therefore make sure that your keywords are in your ad text.

Go ahead and do a keyword search on Google. Where do your eyes go to? They naturally go to the bold words in the text. Guess which ads are most likely to get clicked?

Hot Tip # 11 – Run your ads on the Google Search Network only

When you sign on to Google Adwords, the default setting is for your ads to show up on both the Search Network and the Content Network.

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Some experts, including Google, will tell you to use both networks to get more exposure and help prevent your keywords from being disabled too quickly. This isn't always sage advice.

You really don't want your searches showing up on just any website. You want your ad showing up on the Google Search Network where people are specifically looking for your kind of product or service. This is where the payout comes.

Conclusion:

The reason to advertise is to drive profitable business to your website and Google Adwords dominates the Pay Per click search market. If you use these tips you can make a lot of money.

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<http://www.daily-results.com>

11 Hot Tips to Make Google Adwords Pay – Part 1

By Dan Foley

For Pay Per Click Advertisers, Google Adwords is the 800 pound Gorilla. According to Google, its network reaches more than 80% of Internet users. If you understand and use Google Adwords correctly, it can drive a lot of profitable business to your website. If you do it wrong, you can lose your shirt.

To understand how to use Google Adwords, you need to know a bit about the history of Google.

When Google started in 1998, Yahoo! and AltaVista dominated the search engine market. Google was the new kid on the block. Most Internet experts at the time didn't think Google had a chance. Remarkably, in less than five years, Google surpassed both of them. How did they do it?

The Google guys decided that they wanted to give their users exactly what they wanted. So if you typed in "blue widgets" they would give you the most popular "blue widget" websites at the top of the first page that they presented to you. They did this by developing mathematical formulas to determine what where the most "relevant" website pages people would want.

Google Adwords is based on this same principal. Google wants ads that are relevant to people's searches. This is the key to being successful with Google Adwords. If you can create ads that are relevant to your search terms (keywords) then Google will reward you by giving you high placement at costs lower than ads that are not relevant. In other words, if people see your ads and click on them, you will pay Google less for your ads. If people see your ads and don't click on them, Google will charge you more for the ads. If you get a really lousy click rate, Google will unilaterally make your ads inactive.

11 Hot Tips to Make Google Adwords Pay – Part 3

How do you get people to click on your ads and get a lower cost with a higher placement? The key is relevance to what the searcher is thinking. This means you must try to get into the head of your potential customers and create an ad or ads that mimic the thoughts of people looking for something – like "blue widgets".

To give you the edge and be better than 99.9% of the Google advertisers follow these tips –

Hot Tip #1 – Get into the head of your target customers

Think about how your target audience might think not about how you would like them to think. The next time you start searching for something on Google or MSN, stop for a minute and ask yourself, "Why did I use these words to do my search?"

Also, take a look at your host log files and look at the search terms that people used to get to your site. This may give you insight as to how other people search.

Hot Tip # 2 – Bid for position #2 to #3

Most people will look at the first three positions and click on the ad that looks most interesting to them. While position # 1 is typically the best, it is often too expensive to bid on. You will find that there is frequently a large bid price gap between positions #1 and #2, and between positions #2 and #3.

By bidding for #2 or #3 position, your ad will likely get clicked on. Additionally, because you get a higher click through rate, your cost from Google Adwords will go down because Google rewards you with lower costs. The reason they do this is Google wants higher click through rates. They make more money.

Hot Tip # 3 – Bid on exact match keywords

Google Adwords offers several options for how you can you can set your keywords matches from broad matching to exact matching.

When you set it for broad matching, any search phrase with any of your keywords will get a hit. The problem is, while you may get a higher "click through rate" (CTR) you may end up with many clicks by people who are not interested in your product. While this may help you with your CTR, it will likely cost you a great deal of money with a negative return on your investment.

With exact matching, your ad will only show up when your exact keywords match is searched on. There is a higher probability that you will receive clicks by people interested in what you have to offer. Since CTR is determined by the number of times Google shows your ad divided by the number of times searchers click on your ad, your CTR should be quite high Google will reward you with lower Adwords costs and a higher ROI.

To do an exact match, bracket your keywords like this [blue widgets].

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