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**5 Step Formula To Adwords And Pay-Per-Click Success**

**By Azhar Hussein**

If you're interested in profiting from Adwords, this may be the most important article you read today.

Here's why: I started a few years ago promoting one of my own business sites through Adwords and made a few thousand dollars every month, but at this time, Adwords was still in its infancy. However, the Adwords playing field has changed since those days and now there are two types of Adwords user, the savvy, and the losers. The losers will quickly figure out that dumping a load of Overture collected keywords into an Adgroup and setting a general CPC on all the keywords at once is definitely not the right way to go about it, and they complain claiming "Adwords is too difficult" and this is where many of them leave. However, those who decide to find out why their Adwords aren't pulling as well they want them to, will found out that the key to success is RELEVANCY. I will say this again, RELEVANCY is key, especially with Google.

Laser-targeted bring sales my friend, not traffic. This fact is pivotal in Adwords, and if you are targeting high traffic relevant keywords you are well on your way to raking in many sales with your Adwords campaigns.

Here is what you can do to find these highly targetted keywords:

1. Go to Google suggest:

<http://www.google.com/webhp?complete=1&hl=en>

2. The Google suggest tool will show you relevant results as you type in a search term. Try it and see what you get. For example if I type in 'online dating', the tool will return a list of other keyword related to 'online dating'. However, the keywords are also shown in the order they are being searched.

3. Select the keyword which are relevant to what you are selling and put them into overture –

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

– and Overture will give you a few more

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related terms.

4. Add all of the relevant keywords to a separate Adgroup and create a new Ad for this specific Adgroup.

5. Watch the relevant traffic roll in and your sales increase 'many-fold'!

Follow this method and you won't go far wrong.

There are some keyword research tools which facilitate this research process and automatically weed out the very low traffic keywords and help you in creating high click-thru ads and keywords. A few of these are very good, but many are useless.

Ali is a well known author, developer and Adwords expert and has reviewed the top keyword research tools at

<http://www.i4unow.com/keywords/a.asp>

which assist in creating profitable Adwords campaigns.

### **An Honest Review Of Perry Marshalls "The Definitive Guide To Google Adwords."**

**By Joey Merrick**

Perry Marshall is a very successful and well respected master of pay per click advertising. We have signed up for some of Perrys free ezine courses and were surprised to see that we benefited more from them than courses we paid \$50-100 for. So needless to say we were looking forward to see what Perry had to offer in The Definitive Guide To Google Adwords.

We aren't going to waste any time here: this is one of the best guides to pay per click advertising that we have ever seen. This is the only course on Google Adwords that you'll ever need.

Just a few of the MANY thing's contained in this course are:

- A step by step guide to setting up your account and your first adwords campaign.
- Right and wrong examples of real life campaigns.
- How to find low cost keywords that generate clicks.
- How to convert your traffic into buyers.
- What to do when the competition is stiff and keywords cost \$5-10.

In The Definitive Guide To Google Adwords everything is explained in great detail with screenshots

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and examples. You will also get some mp3 audio, a 12 step cheat sheet, and a fast start guide.

Perry even has a members only site where he continually updates the main manual when needed. His customer service is excellent, and everything is delivered as promised. For those of you who want a sample of what Perry can do, you can sign up for his free e-mail course here. Even his free information can make a positive impact to your adwords campaigns.

It doesn't matter if you are a complete novice or a seasoned pro, this book is well worth the price. However, if you are brand new to affiliate marketing and would like to know which products to promote than Rosalind Gardners Super Affiliate Handbook is a great supplement to Perrys course.

Adwords can easily dry up the well if you do not know what your doing. Just ask us about our first mp3advance campaign. There was a time some members of our staff spent \$67 over 3 days without a single sale. Why take the risk? The Definitive Guide To Google Adwords can help you avoid all of the costly mistakes that we made in the beginning.

After implementing what we learned in The Definitive Guide To Google Adwords we saw our clickthrough rates go from 0.05% to over 25.0% while paying \$0.05 a click and that was all the proof we needed.

\* This article may be distributed with the authors resource box intact.

Joey Merrick is the webmaster of

<http://www.internet-marketing-reviews.net>

where you will find

comprehensive reviews on several of todays hottest income opportunities and money making ebooks.



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