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Be 'Wildly' (not 'Mildly') Successful on Google

By Daniel Brough

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Whenever people ask me, "What's wrong with my Google AdWords campaign?" I always ask the same thing: "How is your campaign organized?"

Mostly I'm met with blank stares. "Organized?" is the usual answer, "You mean the AdWords campaign? I never really thought about it."

See, most of the time when I'm asked that question, people expect me to tell them about some miracle, magical, secret 'trick' that will send the money pouring in. They don't realize that the basic mundane task of organizing a campaign is often the most critical to determining its success.

Most people pick a product to promote, throw together a few catchy-sounding ads (well, at least catchy-sounding to them), and grab up 600 - 1000 keywords that might be in some small way related to the product, and just... let it go.

I'm not pointing any fingers here. I did the same thing when I started, and since I was 'lucky' right off the bat and made a \$1500 profit the first month I figured, "Boy, I'm a genius! I've got this Google thing whipped!"

Unfortunately I didn't organize correctly (or at all). My plan was: get a whole bunch of keywords, no matter how loosely related, and put my ad in front of as many eyeballs as possible. As a result my click-through rates were abominable, and Google would slow my ad campaigns a lot. Sometimes more than three times a day. What I didn't know was that through some basic organization I could have enhanced my campaign's effectiveness and nearly doubled my profits. And as an added bonus, I would put Google on my side instead of against me. It could have saved me a lot of grief if I'd only organized my campaigns first.

So let's take a look at the best way to organize.

AdWords is divided into campaigns, and subdivided into Adgroups.

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Each campaign can be set to market to a specific audience, and each campaign has its daily budget. The audience is important because there are some products you can only market in the U.S., and others you can only market in the U.K. The daily budget is important because... well, it's the daily budget. (By the way, I recommend setting the budget as high as possible; the more clicks you get, the more accurate your data will be.)

But it's at the Adgroup level that the truly savvy marketer can get the best results from AdWords. Most people only have one Adgroup per product, with way more keywords than is wise.

The better approach is to have not one Adgroup per product, but many, each organized around a different 'theme', and each designed to speak to a different audience. Choose keywords carefully for

each Adgroup, and design ads that include those keywords. Remember that any time an ad displays the exact words a searcher typed in his search, Google shows those words in bold... thus ensuring that ads that have carefully chosen keywords will get better clickthrough ratios.

How many Adgroups? As many as it takes to cover the product from all points of view. You could start off with five, or fifteen, or thirty. Think of each Adgroup as a different way of thinking, a different theme that will attract a different audience. For example, you might be promoting a flower delivery company. Obviously your target audience is going to be people who want flowers. But the audience that is looking for flowers to give to loved ones during a birthday is going to be different than the audience that is looking for appropriate flowers for a funeral, and both groups are likely to be different than someone who is looking for flowers to accompany a get-well card. Flowers for weddings, flowers for making up, flowers for breaking up, flowers for your secretary, flowers for your wife, flowers for your mistress... you get the idea. Play to all these groups separately, using different ads and different keywords, and separate them by Adgroup campaign. If there are keywords that have a high cost-per-click, organize a high cost-per-click Adgroup and see if you can make a go of it. Similarly (and this is where the real money is) create Adgroups for keywords that have a low cost-per-click. If you can get exposure for your ads cheaply, so much the better.

Always have at least two ads running in each Adgroup. That way you can test them against each other. After a couple of days and a fair number of clicks, let the results speak for themselves. The ad that is more profitable is the one you'll keep, the ad that is less profitable you'll want to change in some manner, or even throw out entirely. In this way your ad campaigns are always improving, always getting better.

Some Adgroups won't be successful; that's alright. The information you'll gain from their failure will be just as valuable to you as the information you'll gain from the successes of other Adgroups. Always remember, you're learning what works and what doesn't, and even if you have to 'fail your way to success', you'll still hit success.

Should You Quit Your Job for Your Dream?

By Suzanne Falter-Barns

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The next time you're moodily sitting in your office, wishing you were living your dream instead, answer the following questions... or answer them now! They'll give you a sense of whether or not now's the time to make the break.

My job is making me crazy; so crazy I'd do anything to quit. Highly agree Mildly agree Don't really agree Strongly disagree

If I left my job for my dream, I'm not sure what I'd do first, or even how I'd begin it. Highly agree Mildly agree Don't really agree Strongly disagree

My boss runs my life ... or ruins it. I feel completely misunderstood and trapped by this job. I don't even know if I could quit - how would I survive? Who would even hire me? Highly agree Mildly agree Don't really agree Strongly disagree

I hate this job but I really need the money. I don't see any other viable alternative. Highly agree Mildly agree Don't really agree Strongly disagree

If I stay at my work just a little longer, I stand a good chance of getting a promotion and a raise. Then I could find my way clear to saving a little money for my dream. Highly agree Mildly agree Don't really agree Strongly disagree 5. Yeah, I could quit my job for my dream, but I could run off to Tahiti, too. That's way too much risk for my taste. Highly agree Mildly agree Don't really agree Strongly disagree

My spouse/partner is okay with the thought of me quitting my job for my dream. We've talked it through and he/she sees it as the next thing I need to do. Highly agree Mildly agree Don't really agree Strongly disagree

My spouse/partner fully understands what life will be like when I make the leap to begin my dream. He/she will be there for me, emotionally and even financially if necessary. Highly agree Mildly agree Don't really agree Strongly disagree

I have a business plan for my dream all organized and ready to go. I've even scoped out sources for capital, and necessary space and materials to get to work. Highly agree Mildly agree Don't really agree Strongly disagree

I have a savings account for my dream with enough to get started, plus an emergency savings account worth 6 months of my general living expenses. I've also scoped out alternatives to my current health care and insurance. Highly agree Mildly agree Don't really agree Strongly disagree 10. I've been developing a systematic plan for leaving my job for a while now... I feel I'm almost ready to go.

Highly agree Mildly agree Don't really agree Strongly disagree 11. I have an adequate support system in place to really help me move ahead with my dream. It includes good friends and advisors, adequate child or elder care, a supportive spouse, and even a coach or mentor. Highly agree Mildly

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agree Don't really agree Strongly disagree

If you answered mostly a) and b) to questions 1–4, you're stuck. Your job has forced you to forget about essential pieces of yourself - it's time to get some career coaching now.

If you answered mostly a) and b) to questions 5 & 6, you're a borderline case. You haven't yet decided whether your dream is all that important to the quality of your life. Just an experiment, you might want to sit with a blank piece of paper and really brainstorm what it would be like to live your dream.

If you answered mostly a) and b) to questions 7–11... what are you waiting for? You've got a plan, you've set up the necessary support and you're good to go; you should be able to weather the inevitable ups and downs. Be sure to allow your company enough notice to make the transition smoothly, so you can leave with glowing reviews. Congratulations!

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Suzanne Falter–Barns is an expert on creativity, and the author of two best sellers on creativity. Her website,

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