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**Discover The Sneaky Google Adwords Trick That Will Cut Your Advertising Budget in Half,
Skyrocket Your CTR and Give You Even More Targeted Leads!**

By Mark Meyers

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<http://www.Internet-Income-Advisor.com>

So you use Google Adwords and you are driving great targeted traffic to your site!

And your results are good or even great.

You have the important books and courses that teach you all about how to be a Google Adwords
master.

You may even have read my recent Google Adwords articles:

<http://www.Internet-Income-Advisor.com/Latest-News.html>

Now you are looking for ways to make it even more profitable, right?

Would you like to know a sneaky little trick that will cut your advertising budget in half, sky rocket your
CTR and give you even more targeted leads?

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Sorry what was that?

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Well for only \$297...

.
Na just kidding... :)

Here it is:

When do your prospects go to Google and search for information?

When they want that information right!

But what time of day is that usually?

Is it between 9:00am and 5:30pm when they are quickly searching around (hoping that the boss doesn't notice them on the internet)?

Is it between 5:30pm and 10:30pm when they are surfing around not sure if they want to check out a few sites or watch TV?

Or is it some other time?

To tell you the truth I don't know the answer for your prospect. You'll have to find that out by testing.

Once you find that out, stand back, because you now know the absolute best time to get your ad in front of your prospects.

And if this time happens to be before 9:00am or after 5:30pm you have a really good chance of getting better ad positioning, a higher CTR and all for a lower cost.

Let me explain...

With Google Adwords you set a daily budget which the Adwords system stays within (well usually :)) right! To stay within this budget Adwords will manage how many times your ad comes up (ie. your impressions) during the day.

Now, a lot of people surf the internet from 9:00am to 5:30pm, and there are a lot of Google searches during this time. In fact there are so many searches that your entire impression base could nearly be exhausted in this time frame.

An example:

1. Your ad is shown (with all the other advertisers) 1,000 times from 9:00am to 5:30pm
2. But let's say your real prospect, the person who is literally starving for your product or service, goes on to Google at 10:30pm and starts searching.
3. What if your ad was not showing just when your prospects needs it the most.

To ensure that this does not happen, you have to know the time when most of your hot prospects are looking for the solution you provide. Then just pause your campaign for the other times during the day.

What will this do?

1. Your ad will only show during the hours when your main prospect is looking for it.
2. Your competitors probably don't know this, so their daily impressions will be nearly exhausted, and at least not showing as often. This will give you...
3. A higher placement, and;
4. More prospects (a better CTR), and;

5. All for a lower cost (less competition).

So all you have to do is figure out the time.

Then you win.

I hope this helps you maximize your Google Adwords success.

Have a great day!

Mark Meyers

Mark Meyers is an internet marketing expert, writer, publisher and entrepreneur. In his newsletter "The Internet Income Advisor" he cuts-to-the-chase and gives you ideas and opportunities for earning a nice income online. Why not grab a free copy of his breakthrough new book: "Reliable Monthly Income" <http://www.Internet-Income-Advisor.com>

All About Adwords And AdSense

By Jason Tarasi

Everyone is scrambling for news about the new kids on the net - AdWords and AdSense that is. You've got to hand it to Google. They've really outdone themselves this time.

AdWords is Google's pay-per-click advertising program. AdWords is similar to other pay-per-click advertising programs, but the other side of the coin, AdSense, makes it an incredibly powerful advertising program. I'll get to that in a moment, for now let's take a look at AdWords and how it works.

With AdWords, you can create your very own advertisements or you can have Google's team design the advertising campaign for you. When you create AdWords advertisements, they appear on the internet right away. You have complete control of your budget as you only pay when your ad is clicked on and you can set your very own daily limits for what you are willing to pay. There is no minimum budget or locked in time that you have to run your campaign. You choose the keywords you want to target, so you get targeted traffic from your ads - people who are looking for specifically what you have to offer.

You can rely on Google for quick, friendly and knowledgeable support when you need it. Additionally, you can access performance reports that keep you informed on how well your advertising is doing so you can make changes as needed.

I know all that sounds pretty similar to other pay-per-click programs, but now let's take a look at the other side.

AdSense...

AdSense adds a powerful punch to the AdWords program as well as giving website operators the ability to make money from their websites by displaying Google Ads (those from the AdWords program). So, as an AdWords advertiser, you've got an advantage in that website operators are providing high quality content to browsers and because of the keywords, your ads appear on their websites in clear view of individuals who are looking for your products or services.

As a website operator, you can choose keywords for the AdSense program that are relevant to the content you provide. The keywords will draw in relative advertisements to be displayed on your website, things that your browsers are interested in, which adds value to the information provided to your visitors. When your website visitors click on a Google Ad, you gain revenue from that click. Providing high quality, relative content is key to making money with AdSense.

AdWords and AdSense are win-win propositions for advertisers and website operators. Advertisers get targeted traffic to their websites at minimal costs and website operators make money for having the ads displayed on their websites. AdWords and AdSense are welcomed additions to the world of e-business and internet marketing.

Jason Tarasi publishes the reciprocal links newsletter "Elite Links" Learn HOW thousands of other Elite Links members generate FREE traffic and increase their search engine rankings by swapping links. Grab your free lifetime subscription now at:

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