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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Effective Google Ad Writing**

**By Jennifer Clason**

Making more money on your Google Adwords campaign isn't hard as long as you know the secrets to success! Using these easy methods, you'll gain more revenue and have more successful Adwords Campaigns!

Use keywords in the title – don't put your business name or anything obscure in the title, go for the keywords that people would use to search for your product.

Put keywords in your sub-text too – try to sprinkle in 2–3 more keywords (without sounding spammy) in your subtext as well.

Make sure to capitalize the first letter of every word in the title – however don't use all caps. Using all caps is like shouting and using lower case letters at the beginning of the word doesn't reflect importance.

Use numbers when you can – It's better to say "Make \$1000/week" than to say "Make lots of money"

Don't list features, list benefits – People want to know how this product/service will change their lives. If you just list the features, they may not draw the conclusion to the benefit they'll receive from that feature so outline the benefits for them.

Be niche-specific for targetted traffic – are you selling "t-shirts" or "t-shirts featuring Siamese Cats". If you are too vague, you'll get the wrong kind of traffic.

Don't make wild claims – Don't go nuts and make crazy promises or use too much punctuation. You'll only come off as a used car salesman and non-trustworthy.

## Effective Google Ad Writing

Include the price and weed out the bargain hunters – Including the price in your ads actually filters out the cheapskates and attracts the serious buyers.

Run two ads simultaneously – See which one does better in revenue and try to figure out what makes it different than the other ad. Then when the worse ad expires, create a new one in its place and compare it to the winning ad. Always try to "beat" your previous running ads.

If you just use these simple and proven methods when writing Google Ad text, you'll be amazed how instantly your profits will increase! Also use "call to action" words, create emotion, use motivational words, and action verbs for outstanding sales copy!

Jennifer Clason is the site owner and operator of

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. She has been running a

full-time home-based Internet business for 7+ years now and owns more than 10 different Internet Sales websites.

### **Google Answers**

**By Clare Lawrence**

#### **Google Answers by Clare Lawrence**

Google Answers

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Google the leading search engine now offers access to a team of experienced web professionals, for a modest fee.

How it works

Simple post your question and a fee and a research will get to work on your chosen subject. The higher the fee, the more work gets done.

Google has its reputation to protect and therefore the quality of its research team is very high and there advice is pretty reliable.

The research time doesn't have access to inside knowledge about Google, but the advice is always from informed professionals.

Google answers cores a very wide range of topics from law to the internet.

If you need some research doing it a cost effective way to do it.

If your website is not performing or your looking for helpful Optimisation advice, buying \$20 worth of time, will get started.

Google answer can be found :-

<http://answers.google.com/answers>

Clare Lawrence is CEO of Discount Domains Ltd - A leading UK provider of Domain name registration and Web Hosting services. Please feel free to re-publish this article provided this reference box remains together with a hyperlink to <http://www.discountdomainsuk.com> Clare can also be contacted on [clare@discountdomainsuk.com](mailto:clare@discountdomainsuk.com)



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