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Google AdWords: Like Playing The Lottery

By Dean Phillips

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A "dollar and a dream," is all you need said the television commercial. The lure of the Lottery is a seductive one: plunk down a dollar and you might become a millionaire for life. The promise of "pennies from heaven" makes the Lottery a daily habit for millions. People flock to convenience stores every morning to buy a newspaper, a cup of coffee, and a lottery ticket.

I see that same kind of passion and unrealistic dreaming among Google AdWords advertisers. Why? Because they heard they can "strike it rich" with Google Adwords. It doesn't help matters any that Google makes it ridiculously easy to get started with their pay-per-click program. All you need is "five dollars and a dream!"

Google doesn't advertise that message of course. However, for most advertisers, it's still a huge gamble nonetheless. Do advertisers make money with Google AdWords? Some do, yes. However, the vast majority of advertisers might as well blow their money on lottery tickets.

Is Google AdWords to blame for so many advertisers losing their money? That depends on your point of view. Are lotteries responsible for people gambling and losing their money?

In my opinion, the answer to both questions is yes and no. Lotteries would never admit this, but their whole purpose for being is to entice people to gamble. I mean, c'mon. That's why they exist. If people didn't gamble, there would be no lotteries.

Yes, lotteries hide behind legislation and the pretense that the money they generate goes toward education and other laudable endeavors, and for the most part that's true.

However, it's also true that there are people barely living above poverty level, spending money they can't afford on lottery tickets. They get sucked in, because like the television commercial said, it's only a dollar. However, those dollars tend to add up pretty quickly, when you're spending ten or twenty dollars a pop on lottery tickets.

It's the same with Google AdWords. People who wouldn't ordinarily advertise get sucked in, because it's only five dollars to get started. But when Google charges \$500 to their credit card every couple of weeks, and they haven't made any money, the harsh reality of the situation sets in. It's not nearly as easy as they thought or heard it would be.

Of course, it's easy to blame Google AdWords. However, most of the blame has to fall on the shoulders of the advertisers. The majority of Google AdWords advertisers, simply don't have a clue about what they're doing. They read some e-book about how to make money with Google AdWords, and instantly think they're ready to conquer the world.

It's just not that easy, people. You still have to have some fundamental knowledge of advertising, in order to succeed with Google AdWords or any type of advertising for that matter. You have to educate

yourself first.

And the best way to educate yourself is by reading "real" advertising books like "Scientific Advertising," by Claude Hopkins and "How To Write A Good Advertisement," by Victor Schwab and "Advertising Secrets Of The Written Word," by Joseph Sugarman.

Educate yourself first, and then lay down your money. That's how it works. To do otherwise, you'd be better off playing the lottery!

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

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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.

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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