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Google Adwords For Your Target Market

By Bobby Walker

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First off, let me tell you where most Internet Marketers make their mistake. You log on to the Internet, do a little surfing, when all of a sudden it hits you right in the face! The very product that you have been looking for! The perfect "product" as a matter of fact! You cannot use your paypal account fast enough, so you can start selling your "product" on the Internet like crazy!

Do you realize what you just did? You just combined two of the hardest industries there are to make money in, Internet Marketing and Gambling! That is exactly what you are doing by picking a product before you find out if people even want it.

A product is incapable of giving you money, only people can pay you, and a "market" is made up of people. You must center your product around your market to be successful on the Internet.

So how do you uncover your target market? Easy, you just go to www.overture.com to use their keyword tool and type in what you want to search for and hit enter. It will tell you the most popular keywords for that particular word or phrase and it will also tell you how many people searched that word or phrase last month.

Typically, a good market will be between 40,000 to 100,000 searches for that particular month. Less than that may be a weak market, and more than that could be too competitive. To find out for sure use the overture bidding tool for a particular word or phrase, and look at the third bid, it should be at least .30 up to \$2.00. Again, less than .30 could be weak and more than \$2.00 could be too competitive.

With overture, you can basically be the highest bidder and get the first position, not too much guesswork involved there. But Google Adwords is a different story, there is definitely some skill involved in with this method.

However, with Google Adwords, you have the potential to bid as little as .05 and still be in first position! However, the problem is that most people do not want to take the time or put forth the effort to tweak out the perfect Google ad, myself included.

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That is when I stumbled across a website <http://www.perrymarshall.active.ws>, which has an excellent course called, The Definitive Google Adwords Course. The basic course is fairly cheap at \$49 considering all the information you get. If you want some audio thrown in, it is only \$97, and if you want the deluxe with hard case cover, you will pay about \$197.

Obviously, the best part about the course is that they tell you some of the secrets that are in the course. You can enter your first name and valid email address and get a free 5 day course. They give away some good secrets, just enough to get you wanting more. But hey, we all have to make money somehow, right?

Seriously, this is a great course, I personally bought the basic course, and I have already raised the visitors to my website by 20% within a week of reading the course. Not bad for a \$49 investment, I

have spent more than that buying visitors from traffic exchanges! Which you should never do, by the way.

Any and every business needs to have the knowledge that is in this course. The bottom line is, if you do not have traffic to your site, you do not produce income. So I highly, highly recommend the Google Adwords Course.

Internet Marketer for Dallas, Texas
Beat the Google Adwords System
<http://www.perrymarshall.active.ws>

Getting Googly – A Quick Introduction To Google Adwords

By Chris Malta & Robin Cowie

You have most likely seen Google AdWords, even if you don't realize it. It's that list of sponsored links that runs down the right side of your computer screen when you Google a word. You'll often see links at the top in a little blue box as well—we've all seen `em.

So what is Google AdWords?

Google Adwords is simply an online advertising solution that companies who have a web presence can use to drive more traffic to their site.

At-a-glance:

1. Google sells the space along the top and sides of their search engines to site owners interested in getting more exposure.
2. Site owners bid on keyword(s) that relate to what they have to offer.
3. When people perform a search on Google using that keyword(s), the site owners' ads display as

text-links in a column next to the organic results.

How Will Google Position Your Ad?

One of the things that set Google AdWords apart from their competitors is the way they rank their sponsored ads. Most search engines let you bid on keywords. He who bids the most per click "wins" the top spot. Period.

With AdWords, the amount you bid is only one factor. Google also takes into account the relevance of the text in your ad and the number of times your ad is clicked on and gives you a "quality score." If your quality score is high enough, you can actually bump off the guy above you who pays more per click, but whose ad gets clicked on significantly less than yours!

Writing Effective Ads for Google

Frank Travisano, president of

<http://Linkateer.com>

, a leading Search Engine Optimization company

says that when you are writing an ad for Google, "selecting the right keywords is critical." Since you are paying each time someone clicks on your ad you don't want a lot of misguided shoppers visiting your site and running up your tab.

Travisano advises, "Target your market as specifically as you can." In other words, if you have a pet food store that offers organic, all-natural pet food; advertising for "pet" or "pet food" is not necessarily focusing on your target audience. Your target is consumers who are looking for all-natural, organic pet food. So your keywords need to reflect this.

Chris Malta and Robin Cowie of WorldwideBrands.com are the Writers and Hosts of The Entrepreneur Magazine EBiz and Product Sourcing Radio Shows.

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