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Home Business Advertising with Google Adwords

By Markus Koeck

The object to successful advertising is to find method of conveying your information, to as many people as possible, while keeping the cost on the advertising low to begin with. This is the easiest way to generate traffic, and retain your profits. Google Adwords is a great method of getting both of these objectives done and making your site successful. It is very important to try and maintain a low click through cost when trying to target the appropriate customers.

It is no secret that pay per click can really make you business swell with traffic and customers, by placing the highest bid on a keyword, or keywords you can get great page ranking when someone types your keyword into their browser for a search. If you have heard of Google Adwords you will know that it is not really a pay per click search engine, but a very powerful Google tool that can be used as an advertising template. It is said that the largest Internet based network for marketing is indeed Google. It is a global industry and is a very good way to get exposure on the Internet. If you are ever interested in the Google Adwords you can find it on just about every page that Google showcases, their ad can be found in a little rectangle by the organic search results that are free.

The basis premise of the Google Adwords realm is quite simple, the member makes their own advertisement, and then has to bid on a keyword, this key word will then trigger the next step of the process. The next step is where the appearance of the ad can be showcased, to the viewers online. A members site consists of approximately 25 words or characters, this will include spaces so be mindful, it will also allow for a description segment of up to 70 words or characters, again spaces included in the total so you must watch what you are using as description. The great thing about this feature is your site will be posted within just a few minutes of you submitting it to Google. It could even become one of the sites that are sponsored, where they will sit on the right hand column of the search engine pages.

Google's Adwords runs a little differently than the standard pay per click programs, it is not entirely based on the bid you place on the keyword. It has other factors penciled into the equation, such as the click through rate x the cost per click. This in turn dictates what your page ranking will be in the end of the ratio. You will need a steady flow of traffic to your site prior to this method to be effective, so it is best to get a good game plan in motion.

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About the Author:

Markus Koeck writes about to find the the best home business ideas and opportunities for people who want work from home:

<http://www.moneybuzzer.com>

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

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.

ac@aweber.com

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