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How To Improve CTR Of Your Google Adwords!

By Arun Agrawal

As you are aware, Google Adwords is one of the most popular PPC avenues because of several features.

* Low signup cost (only \$5) * Instant activation of your account * Instant activation of your ad campaign * Provision to set daily spending limits

As the Click-Through-Rate (CTR) goes up, your ad position improves and Cost-Per-Click (CPC) goes down. This really puts Google Adwords in a different league.

Here are some simple tips to improve your CTR --

1) Specific matching along with broad matching

Generally when you want to advertise for, say, online dating, you put online dating in the keywords list. I suggest that you all of these in the keywords list -

[online dating] "online dating" online dating

This way, when a searcher types just online dating, the click is credited to the 1st keyword. If the searcher types a keyphrase including online dating in that order but as part of a bigger term like free online dating, it is credited to the 2nd keyword. And if both online and dating are present but not together and in that order, like online singles dating, it is credited to the 3rd keyword.

This improves the CTR for certain specific keywords and helps to lower your CPC and also improves your ad position.

2) Use a variable title

Did you know that your clickthrough rate (CTR) goes up when the searcher sees his keywords (that he searched for) in your ad? This is because Google shows these words in bold.

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But you don't know what term this searcher has used. So how can you put the term in the title? Try this.

Put this string in the title field on the Adwords screen –

{ Keyword: Default Title } where you replace "Default Title" with a suitable text. Now Google will show the search term as the ad title if the searched term fits within the 25 character limit and your default title if the search term won't fit.

Example – say you use { Keyword: Online Dating } as the title and dating as the keyword.

If someone searches for dating help, the shown title will be Dating Help. However if one searches for free online dating resources, Google will show Online Dating because the search term won't fit in the

title space (25 characters).

Did you notice the capitalization? If you use Keyword, then only the first word would be capitalized. If you use keyword, all the letters will be in small case.

This tip alone can boost your CTR by 157% or more.

3) Variable destination URL

Did you know that Google now allows variable destination URLs? Why do you need that? Variable destination URL can help you identify the terms that the searchers are using and you can alter your page content to suit those terms for a much better conversion.

Let's see the syntax to get the search term in the destination URL --

```
http://www.ebizindia.com/pam.php?kw={keyword}
```

Here we are sending the searcher to a PHP program (you can use a Perl program also), which then stores the terms in a database for easy analysis. You can plan for yourself how you want to put this information to your advantage.

Frankly this tip does not increase your clickthrough rate directly but once you know what the searchers were searching for, when they arrived at your site, you can change your message for a much better response.

Are you suffering from the No-traffic syndrome? Arun Agrawal is a search engine optimization specialist and offers guaranteed Top 10 Ranking services at

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http://www.SEOtop10.com
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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!

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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... :)

How To Improve CTR Of Your Google Adwords!

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?

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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>



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