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How To Save Money On Google's Adwords

By Mike Rodgers

Over the years I have had many accounts with Adwords, spending a small fortune with the Adwords service. So naturally I have picked up many cost saving tricks. I am aware that most people feel Adwords costs too much and delivers little results, this is completely untrue. Adwords is a service that is here to help us, so I have written this article to help web developers make the most out of the service.

- 1) Set your currency, First and foremost, select the currency of which you locally trade in. You may think its wise to start your Adwords account in USD, but if you do not live in the USA you may get a shock when you find how much you have been charged.
- 2) Use negative keywords, You are using the Adwords service to generate website traffic, so obviously you want the right traffic to generate revenue. Start by using negative keywords for people whom you do not want to click on your advert, the best place to start is the keyword "free". As I doubt you want to waste money on traffic that will not generate revenue.
- 3) Make a strict daily budget Make sure you have set out a daily budget, Adwords generally advise a way out of proportion budget. After all most new Adwords customers have no idea how effective the advertising will be. Do not start off with a bang, your pocket will feel it.

Just as important as the budget, be careful with the CPC rate. I advise you to start with a low number, each click soon adds up very quickly. I actually found that by lowering my CPC rate by 50% I doubled my visitor count...

- 4) Check those clicks! One of the most talked about problem with Adwords is, click fraud. There are two main types of click fraud: the first is when any one starts clicking away at your advertisements trying to waste your money. It is very hard to stop this kind of fraud, if you are a victim stop your ads and file a report to Google ASAP.

The second main issue is now that google allows Web Developers to earn money off their websites by placing ads (Adsense) .some Web Developers try to cheat the system by clicking on their ads as much

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as possible. The best way to stop this kind of fraud is check your page log, Adwords allow you to block out websites that you do not want your advert to be placed on.

Adwords does not have many protections against Click fraud, although they do disable Adsense accounts who cheat. Google are very hesitant to refund the victims, if at all. Reports tell many organisations are actually suing Google to get their money back, so be careful.

In this article I have illustrated some of the most beneficial ways to save money when advertising with Adwords. My main advice to you is, do not go crazy with your spending. You may not see the results you are after, it does take a while to get to know Adwords. I have had many successful ad campaigns using the Adwords network. However I do advise to look around, with the ever growing popularity of MSN search you may actually find it much more affordable.

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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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