

Who Else Wants To Maximize Their Google Adwords Success?

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Who Else Wants To Maximize Their Google Adwords Success?

By Mark Meyers

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Discover Three Simple But Incredibly Powerful Strategies That You Can Implement Right Now About The One Thing You Must Do To Ensure An Awesome Adwords ROI!

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<http://www.Internet-Income-Advisor.com>

If you are not familiar with Using Google Adwords, please check out my getting started article here:

<http://www.Internet-Income-Advisor.com/Google-Adwords.html>

Basically, with Google Adwords you can put your ad in front of people as they are searching for information and solutions online.

Many people will tell you that you need to find hundreds and hundreds of targeted key-words for your product or service.

This is true because the more keywords you find, the more visitors you could attract.

However, there is a bit of a learning curve to get a good steady campaign and Return On Investment (ROI) with Google Adwords.

The one thing you really have to remember and focus on with Google Adwords is to...

TARGET YOUR AD!

Always use your keywords as often as you can in your Ad: in the Title, in the body and even in your domain name.

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These words will be highlighted for the web surfer that is viewing their search results, so why not make it easy for them to choose your ad?

TARGET YOUR AD!

Don't create an Ad Group and throw all your hundreds of keywords in, unless they all show up within your ad text.

Instead take a little more time and create one Ad Group for each keyword or phrase.

This will allow you to maximize the use of your specific keywords.

TARGET YOUR AD!

Searches done in July 2004: "work from home"

310780 work from home
12538 work from home job
9384 home work
3399 data entry work from home

Even though there are thousands of people looking to "work from home" your business or opportunity may not include "data entry" positions right? And those "home work" searchers may not be business opportunity seekers at all.

So, use the negative keywords (which will exclude searches with those keywords) religiously.

If you don't exclude these searchers from your ad impressions your click-through rate (CTR) will suffer, which will affect your ad's placement and costs.

Also, a very low CTR will slow down the number of times your ad is displayed, until eventually it is disabled completely.

So to review:

Target Your Ad by:

1. Using your keywords all over your ad.
2. Creating a separate ad group for each keyword (don't lump tons of them together)
3. Use the negative keywords to qualify the searchers you are targeting.

Well there you have it: three simple strategies to target your ad's and maximize your Google Adwords ROI!

Want more Adwords Tips? Check out my other articles on my website:

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<http://www.Internet-Income-Advisor.com/Latest-News.html>

Have a great day!

Mark Meyers

<http://www.Internet-Income-Advisor.com>

May the poorest day of your future be no poorer than the richest day of your past!

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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"

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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?

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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... :)

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

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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?

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

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