

5 STEPS TO ADWORDS SUCCESS



BY JEFF SPIRES

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About the Author



Jeff Spires is one of the UK's leading experts in the field of online marketing. He is renowned for being able to show small to large corporate sized businesses how to increase their on-line profits by 100-400% using powerful, proven strategies.

Jeff Spires has developed an outstanding reputation in the business world as an expert in the field of Pay-Per-Click, Advanced SEO & Website Conversions. Along with his Internet Marketing background, Jeff also has a various other skills, Such as; Graphic Design, Web Programming, New Media Applications, Sound Engineering and Video production.

Like most of us, Jeff Spires started off with a simple passion for making some extra cash. But his hunger for learning and passion for mastery soon earned him control of yearly marketing budgets worth hundreds of thousands of pounds, from multiple companies. This experience allowed him to further his ever growing quest to master the art of marketing, website conversion and profit making.

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Intro

Welcome!

Hello everyone. First of all I just want to wish you all a big welcome and say thank you downloading the FREE 5 steps to Adwords Success Report. Through out this report you will be able to see inside some the best kept secrets on Adwords. The only time I have see these kind of tips & tricks were in paid for products. However, you are getting them for FREE. Happy Days!!!

OK, Like I said, this report has zero fluff. So lets get stuck in.



Step 1, It's All About The Keywords!

Without a great list of keywords your Adwords account is nothing. Having a well thought out keyword list could be the difference between running your Adwords campaign at a profit or loss.

When building your list of keywords there are a few very important factors that you should be considering;

- Are the keywords BUY words?
- Are your keywords longtail?
- Have you got a big enough net?

Lets take a close look at each of these one by one.

Are The Keywords BUY Words?

This is one of the most important factors, if done correct, the other two factors should just fall into place. So, What are buy words? Think about it like this. We, as marketers need to target user that are in the buying cycle, it's no good spending your hard earned money on keywords that have a very slim chance of converting.

Lets look at an example:

None Buy Keywords;

- shoes
- bike
- chocolate
- flowers

Buy Keywords;

- Order Zappos black shoes online
- BMX rally bike parts
- Chocolate for valentines day

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- Flowers for birthday present

As you can see from the example above, the none buy keywords are very generic, it's impossible to work out exactly what the user is thinking. For all we know, the user could simple be looking for information about the product. PLUS, generic terms are also more expensive.

On the other hand, the buy keywords are a lot more targeted. "Flowers for birthday present", lets us know that the user is actually searching for Flowers for birthday present. What this tells us is that this user is in the buying cycle, they are actually looking to purchase flowers. All that you now need to do is provide them enough reason as to why they should choose your company over your competitors.

Like I said before, if your keywords are based are the buying cycle, then this part should be taken care off. Longtail keywords are basically keywords that are more than 3 words long.

For example:

- Chocolate (Standard Keyword)
- Chocolate for valentines day (Longtail Keyword)

So, if you can get inside your customers heads, and work out all of the phrase that are likely to have the highest conversion rate, then you would automatically be going longtail.

This is a must, if your are running an adwords campaign that is not longtail, then I guarantee you are throwing money away. You get a lot less traffic, but the conversions on your website will be greatly improved.

Have You Got A Big Enough Net?

I know so many Adwords users that only bid on a hand full of keywords. Ok, a smaller campaign is easier to manage, however, by only bidding on a few select keywords you are actually missing out on what could be huge profits. You need to cover every single variation of ever single keyword.

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For example:

If you was running one of your campaigns based around the keywords Nokia, then you want to make sure that you cover every variation.

Nokia N95

Nokia Mobile N95

Nokia Mobile Phone N95

Nokia N95 for Business

Cheap Nokia N95

Pay As You Go Nokia N95

Contact Nokia N95

Best Deal Nokia N95

Deal Nokia N95

You get the picture. Once you have gone through the first phone, you then need to do this again with another handset make. eg - N95, 6300, 6500 and so on.

Eventually, you will end up with tens of thousands of keywords, most of which will be longtail and cheap. Then, you need to do this for BlackBerry, Motorola, Samsung, Sony Ericsson, Iphone and any other brand that your website is selling.

So, as you can see, by widening your net you are going to catch lots more fish.



Step 2, Campaign Structure!

Structuring your Adwords account in the correct manner, from the word go is essential. This will save you so much time in the long-run.

Now let's take a look at how to structure your campaign. For this example, I'm going to use the search term 'Bike'. As you know from the previous step, bike is a generic keyword not a longtail keyword. This means that we need to plan out before hand, exactly how we want to structure our Adwords campaign.

- Campaign 1 = Mountain Bike
- AdGroup 1 = Wheels
- Keyword list:
 - Mountain Bike Wheels
 - Cheap Mountain Bike Wheels
 - Aluminium Mountain Bike Wheels
 - Mountain Bike Wheels Makes
 - Mountain Bike Wheels Model Numbers
 - Mountain Bike Wheels Country State
- AdGroup 2 = Handle Bars
- Keyword list:
 - Mountain Bike Handle Bars
 - Cheap Mountain Bike Handle Bars
 - Aluminium Mountain Bike Handle Bars
 - Mountain Bike Handle Bars Makes
 - Mountain Bike Handle Bars Model Numbers
 - Mountain Bike Handle Bars Country State
- Campaign 2 = BMX Bike

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- AdGroup 1 = Wheels
- Keyword list:
 - BMX Bike Wheels
 - Cheap BMX Bike Wheels
 - Aluminium BMX Bike Wheels
 - BMX Bike Wheels Makes
 - BMX Bike Wheels Model Numbers
 - BMX Bike Wheels Country State

- AdGroup 2 = Handle Bars
- Keyword list:
 - BMX Bike Handle Bars
 - Cheap BMX Bike Handle Bars
 - Aluminium BMX Bike Handle Bars
 - BMX Bike Handle Bars Makes
 - BMX Bike Handle Bars Model Numbers
 - BMX Bike Handle Bars Country State

As you can see from the examples above, your AdWords account can hold lots of different campaigns. Each campaign can hold hundreds of different AdGroups, and each AdGroup can hold hundreds of different keywords.

Note:

Try to never go over 9 keywords per Adgroup, by doing this it will help you keep all the keyword tightly grouped together. A well thought out campaign structure will allow you to cast your net out as far as you want.

Recap:

- Segment your keyword list into groups, where each keyword is closely matched with one another.
- Write a unique ad for each AdGroup.
- Send each unique ad to a landing page that is specific to the context of that ad.



Step 3, Writing Killer Ad Copy!

This is kind of obvious, Having great Ad copy is a must, yet so many Adwords users still can't seem to get to grips with it. First thing that we need to do is understand how the user is going read your ad. The simple answer to this is, THEY DON'T. Think about it, when you as a user run a search query on the google Search Engine Results Page (SERP), you then don't start read every line of every ad, from position 1 through to position 10. Instead we scan the ads to see at a glance which ads are best suited to our needs.

Scanning The Ad:

So, what do we need to do to make our ads findable? As you may or may not have noticed before, the phrase that is entered into the search query box will appear in bold if the search terms appears inside any of the ads.

For example

If a user search's for "Take Away Indian Chelmsford" and your ad has any of these four words within the Title, Body 1, Body 2 or the URL, the words would appear in bold.

This is the first step to getting your ads seen by the user, try and make the ad copy of you ad as highly relevant to the user as you possible can. Always remember, the user is only looking for "Take Away Indian Chelmsford", so make sure that they see it.

The next most important factor about scanning, is that we look for things that are different. If you place an orange in the center of 100 apples, you will always be drawn to the orange. We need to do this with our ads. The simplest way of standing out is by not having 3 solid lines of text, what we need to do is insert special characters with in our ad copy.

For example: & £ @ ! + %

Just by using symbols that none of the others ads are using, will really help your ad stand out from the crowd.

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Lets take a look at how this can be done:

4350 Mins @ Only £20 - Save 60%

What you will notice in the example above, is that I am also using numbers. If every other ad on the page is text heavy, then an ad with numbers will also stand out. If your ad copy uses just a few of these techniques you will increase your Click Trough Rate.

OK, Once you have got the users attention, now you need to get them to click on your ad. Lets now take a look at what you should be writing in your ad.

Headline:

The title should always be the main phrase that the user has entered in to the search engine. This is done by using Keywords Insertion (KWI), KWI is a built in adwords feature that allows you to dynamically insert the search phrase into your ad. This can be so effective in always making your ad seem as highly relevant as possible. KWI is done by adding code to your ad.

```
{Keyword: Default Text }
```

The line of code replaces your old headline, where it says Default Text in the example above, replace this with a generic phrase that is suitable to your Adgroup. The default text will only be triggered is the search term is to long to fit inside the headline.

Body 1:

When ever starting out, I always use the most important benefit inside the body 1 field. What I mean by benefit, is that you should add a line of text that is really going to resinate with the user, give them a compelling reason to click onto your add.

Body 2:

Body 2 is all about the call to action. Tell the user what step they need to take next. This really can dramatically increase your Click Trough Rate and your website conversions.

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For example

Buy Now!

Call Now!

Order Online Now!

Download Your Free Ebook Now!

You get the picture. As you can tell, most of call to actions only take up a few characters. If this happens on your ad then it is best to also add a feature to the Body 2 field.

For example

Free shipping

Free Delivery

Special Online Bonus

Display URL:

This one field alone can literally make or break your CTR. If done correct, you could see your CTR increase by over 70% right across your whole campaign. Most users only use there standard website domain name e.g MyWebsite.com. However, If you use the keyword instead of the domain name, then you will see a dramatic increase in your CTR.

for example

Lets say your selling diet tablets. There is nothing stopping you from buy multiple domain names and using a specific domain name of each specific campaign.

www.Lipo6-Diet-Supplements.com

www.HydroxieCut-Wait-Loss.com

By using a specific domain name, you will make your ad look more professional and appealing to the user.



Step 4, Split-testing Ad Copy!

Once you have written your ad using all of the tips and tricks that we have previously discussed in step 3, it's now time to send your CTR through the roof. Split-testing allows us to test various elements within the ad to see what does and does not work.

So how does split-testing work? Simple. Google AdWords lets you test two ads against each other. This feature allows you to write two different ads, then display them alternatively. Google will display ad 'A' then 'B', then 'A' then 'B' and so on. By doing this you will be able to find out exactly which ad performs the best, then delete the under-performing ad and replace it with a new ad.

Each time you write a new ad to replace the old ad, only change one element within the ad copy. This will allow you to test exactly what worked, and what did not work. The new ad will then go head to head with your best performer (the control) to see if you can get a higher CTR. If you keep doing this, you can go from a CTR of 0.5% to 6.0% simply by always deleting your under-performing ad.

Setting up your split testing:

1. Open up your campaign
2. Select 'Edit Campaign Settings'
3. Find the 'Advanced Options' area
4. Find 'Ad Serving' section
5. Select 'Rotate: Show Ads More Evenly'
6. Click 'Save Changes'

This allows your ads to rotate between each other.



Writing the second ad:

1. Open up your campaign
2. Select your AdGroups
3. Click on the 'Ad Variations' tab
4. Click on 'Text Ad'
5. Write a new ad
6. Save changes

That's it, simple but very effective. Try increasing your CTR to above 6%, if you can do this, you will achieve a much higher position for a fraction of the cost.

Note:

There are a few things that you must not do when trying to split test your ads;

Never try to compare more than two ads at the same time.

Make sure content network is turned off.

Only test one thing at a time.



Step 5, Tracking Keywords!

Inside of the Adwords Supremacy product, I show you exactly how to track every one of your keywords for Affiliate Marketing, List building and even how to track keywords over the phone (Never seen before!).

In this example I want to show you how you go about tracking keywords for list building and for E-commerce website. We are going to do this by using the Adwords goal setting feature. But, before we dive in to the nitty gritty, I just want to talk to you about when tracking your keywords is SO IMPORTANT.

Why Tracking?

Let me ask you, “Do you like wasting money?”. At a guess I would say probably not. If you fail to track your keywords you WILL be wasting money. You need to be able to see exactly what keywords convert and what keywords don’t convert for you. Once you have enough data, you then simply turn off the non-converting keywords and put more money in to the converting keywords. Once you have done this, you will be running a profit only campaign. This is how you get a 700% ROI.

What the goal setting feature in Adwords does, is it lets you track when a user takes a specific action on your website. For example a signup or a purchase through your shopping cart. Each goal can be tracked back to the keyword level, what this means to us, is that we can see exactly what keywords convert and how much we have spent on each conversion. This is very powerful!

Getting Set Up:

Setting up your goal is very straight forward, simply follow the instructions below and you will be tracking in no time.

- 1, Click on ‘Conversion Tracking’ link. This is found in the 2nd level navigation in the campaign management tab.
- 2, Click onto the ‘Create an action’ button. This is found just above step 3.

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3, Once inside you will find three section. Go through each section and fill out the appropriate fields. Lets take a look at each field.

Name Your Action: Simple decide what you want to call your action. Make sure that it is descriptive, as it makes it easier to remember months later.

Select Track Method: From the drop down menu, select the type of goal that you want to track, e.g - Signup

Revenue for your action: If you know exactly how much each conversion is worth to you, then enter in the amount here. If not, just leave the field blank.

Conversion page language: From the drop down, select the language of the page where you will be inserting the code.

Conversion page security level: For most of us select http:// form the drop down list. However, if you know your website is secure then select https://

Choose text format: On the website page where you will be placing the code, you will also need to ad a tracking indicator. Select from the options below which is best suited to your website design.

Customise background colour: If you have a black background on your website page, you can change the background colour of the tracking indicator to match your website.

4, Once done select 'Save action & Get Code' at the bottom of the page.

5, Copy & paste the code on the following page, onto the thank you page that the user lands on after signing up or purchasing a product. If you don't know how to do this, then please ask your webmaster.

Ok, thats it. You now have a keyword tracking system in place. Now, go back to your Campaign Summary and you will see three extra columns.

Conv. Rate: The conversion rate will tell us exactly what the percentage of conversion are. For a signup or opt-in you should be aiming at about 30%.

Cost/Conv: This is very important, you need to know exactly how much each of the conversions are costing you. For example, if you are making £10 profit on every sale, you need to make sure

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that it's not costing you £11 for each conversion.

Conversions: This will show you exactly how many conversion you have had.

With all of the above you can view it at the Campaign, Adgroup or Keyword level, giving you total control.

Thats it. Once again, if you to know more about tracking for Affiliate marketing for how to track keywords over the phone, then check out the step by step video training at www.adwordssupremacy.com



Final Thoughts!

Ok Guys, I hope you have enjoyed reading through these 5 steps for Adwords Success. Each one of these steps should be very easy for you to implement into your Adwords campaigns.

For even more Adwords killer secrets check out the 30 step-by-step training videos at www.adwordssupremacy.com This is the full Adwords package, no stone is left unturned.

See you guys over there.

Kind Regards

Jeff Spires