

# Google<sup>®</sup> AdWords Strategies & Tips

*Powerful ideas to help minimize costs and maximize website traffic*

**SAMPLE COPY: This is the first few pages of the actual book.**

**For additional details or to purchase the entire book go to  
[www.280group.com/GoogleAdWordstipsandstrategies.htm](http://www.280group.com/GoogleAdWordstipsandstrategies.htm)**



**Marketing & Product Management Consulting**

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## **About the 280 Group...**

The 280 Group is a Marketing and Product Management firm in Silicon Valley that provides hand-picked consultants and contractors to help companies define, launch and market breakthrough new products. If you need assistance running an AdWords campaign or with any other Marketing or Product Management projects, contact us for a free quote and proposal.

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## **Disclaimers**

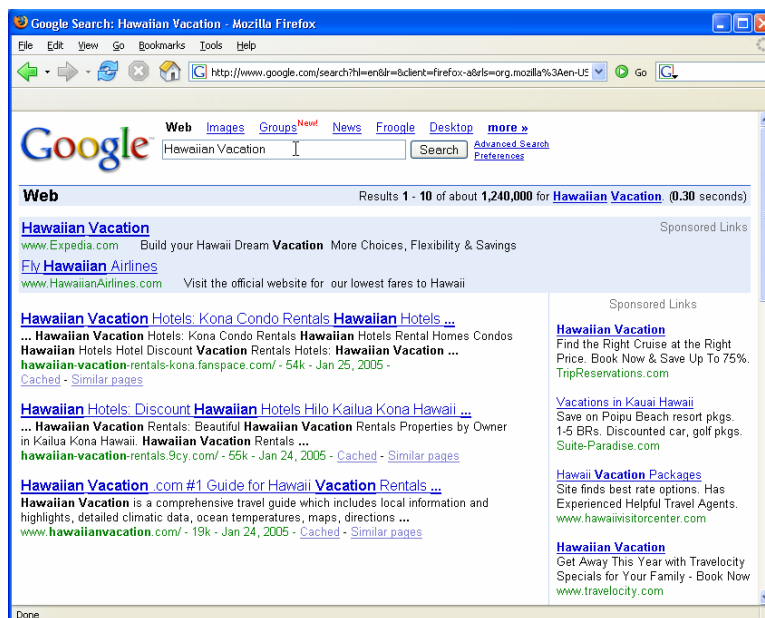
This document is not intended to provide legal advice. Use the information at your own risk. The publisher assumes no liability for actions taken as a result of reading this information. As of the time of writing, all of the content in this book is up-to-date. However, because online advertising is so new and AdWords is changing rapidly not everything may be current.

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# Introduction

One of the hottest topics in marketing right now is Google AdWords, the pay for performance advertising attached to Google's search engine results. The purpose of this book is to describe what AdWords is, and then to give you some powerful tips to ensure that when you launch an AdWords campaign you do it right. This will include suggestions for minimizing costs while maximizing results, selecting effective and compelling keywords, optimal placement of ads and testing strategies. Before reading this book you should have a basic understanding of AdWords - the tips and strategies that we discuss will then help you make your campaigns much more effective.

The way Adwords works is simple. Type in a search term on Google and a set of unbiased results show up on the left hand side of the screen ranked in priority order. For some terms you'll also notice ads on the right hand side of the screen (and 2 ads on the top above the unbiased results as well) - these are AdWords ads. Companies have paid anywhere from a nickel on up to have their ads appear based on the keywords that you typed in when you searched.



**Paid advertisements appear at the top and on the right hand side**

AdWords is the primary reason why Google will make a billion dollars in revenue this year. AdWords ads appear not only on Google's search results but on AOL, AskJeeves, Earthlink and other sites that have chosen to display them (and get a cut of the profits). And they also are now appearing alongside email in Google's gmail service (based on the content of what is in your emails).

Setting up an AdWords campaign can be done very quickly - decide how much you want to spend per day, create an ad, select some keywords that you want it to appear with, tell Google how much you are willing to pay for each clickthrough (you only pay when someone clicks through, and you automatically pay the least possible amount for the highest spot), and then run the campaign.

AdWords can be a very effective marketing tool for reaching your target audience in a cost-effective manner. However, you have to be **VERY** careful when you set up your campaign. Do the wrong thing and you may **SEVERELY** limit your ability to get good placement for your ads in the future. And of course, you want to find a way to pay the least amount possible per click to get the highest return.

Over the past two years our company, the 280 Group, has run several AdWords campaigns for clients. We were able to work early on with the internal Google AdWords team to get some ideas about what works and what doesn't, and have also been learned quite a bit through launching campaigns and reading the various resources available. This book is designed to let you leverage our learning, and make the most out of every penny you spend on AdWords.

With that in mind we've created the top ten most important Google Adwords tips. Follow these and your campaigns will be more effective and you will be far more successful.

## ***Tip # 1: Do your homework before you launch the campaign***

At first glance it appears simple to run an AdWords campaign, and Google even encourages you to dive right in with the promise of being able to bring you new customers within the 15 minutes. While this is true you will want to really think through your campaign beforehand, or you may be penalized and be unable to recover if you do the wrong thing.

The reason for this is the way that Google determines what the order is for ads to be placed on the page. ***To decide who should be at the top of the list they use a combination of the price you are willing to pay per click PLUS the results of your clickthrough rates.*** Why do they do this? They want the ads that appear to be as relevant as possible - thus they want ads that aren't relevant and don't get clickthroughs to show up at the bottom of the list (or not at all).

What this means is that if you run a campaign that isn't well thought out you run the risk of having a poorly performing ad. ***And if your ad doesn't get many clickthroughs initially you may NEVER be able to get listed at the top of the results, no matter how much you are willing to pay per click.*** In fact, if your ads perform poorly Google will disable them altogether.

The moral of the story: ***write your ads and design your campaign carefully before you go live with it.*** Even though Google encourages you to dive right in and activate your campaign immediately proceed with caution and put some thought into it.

**NOTE TO READER: Thanks for taking a look at our sample book. To purchase the entire book go to [www.280group.com/GoogleAdWordstipsandstrategies.htm](http://www.280group.com/GoogleAdWordstipsandstrategies.htm) or see the next page for details.**

If you would like someone to launch and run an AdWords or other Marketing campaign for you, contact the 280 Group and we'll be happy to help you out. And make sure you visit our website to sign up for our free 280 Insider newsletter for additional Marketing and Product Management tips and tricks.

Good luck with your AdWords and other marketing efforts!

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# Google<sup>®</sup> AdWords Strategies & Tips

*Powerful ideas to help minimize costs and maximize website traffic*

Optimize Google AdWords Campaigns!

**Don't launch a Google AdWords program until you've read the tips, strategies, and techniques in this book!**

Want to learn how to run a Google AdWords Campaign that drives lots of traffic to your website, generates high click through rates (CTR) and costs you the least possible in advertising fees?

Google AdWords Strategies & Tips contains the techniques, information and secrets for building a highly-effective campaign that minimizes your costs. Increase your clickthrough rates (CTR), keep your costs reasonable and outsmart your

competitors by taking advantage of the tips and strategies that we have learned by running AdWords campaigns for many of our clients.



We're experts at running Google AdWords campaigns. We've optimized dozens of campaigns, and know what techniques work effectively and what the pitfalls and obstacles are to avoid. As an early user of Google AdWords when it first came out we worked closely with the internal AdWords team to set up and optimize campaigns, so we've learned the tricks of the trade and how to make the best use of your advertising spending with Google AdWords.

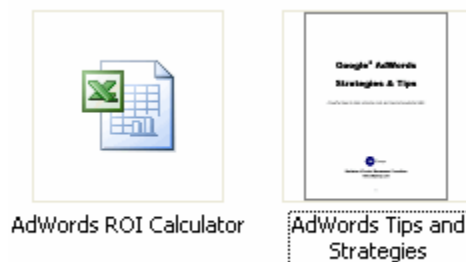
Now you can leverage our experience, techniques and learning through our new book, Google AdWords Strategies and Tips. If you've decide to pay for targeted traffic on a CTR Click Through Rate basis (also called pay per click) and launch a Google AdWords Select campaign make sure you read this book before you start! If you don't use the tips

and techniques in this book, you could end up spending much more than you need to. Or worse yet, you might make an error that significantly penalizes your ranking for how prominently your advertisements will show up in the future.

**Google AdWords Strategies and Tips will help you to:**

- Significantly improve the position of ads in your Google AdWords campaign
- Pay less by finding clever, inexpensive new keywords to use
- Save hundreds (or even thousands) of dollars on your AdWords campaigns
- Maximize your CTR Click Through Rate for your AdWords Select campaign
- Ensure that you don't get penalized by Google for ineffective, poorly-performing initial ads (this could affect your ranking for future AdWords placements for months or even years!)
- Calculate the ROI for your campaign (using the included Microsoft Excel ROI calculator spreadsheet)
- Determine what your optimal daily spend should be for your campaign
- Optimize your keyword selection through a variety of techniques

You could spend hours searching the web, experimenting on your own or brainstorming to try to figure out what techniques, tips and strategies can help you to optimize your Google AdWords campaigns and increase your CTR click through rates. Or you can buy AdWords Strategies & Tips and get all of the insider secrets in one easy to read booklet.



Your purchase includes both the Tips and Strategies book (electronic PDF format) and the ROI calculator Excel spreadsheet. Also included are free updates to the book, so every time that we come out with a new version you'll automatically receive a copy with the latest AdWords insider secrets.

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