



GOOGLE AdWords

You may sell more with it.

They both have their own unique advantages and disadvantages; just focus on what they have in common:

- They both PPC programs only charge you for your advertisements if a user clicks on it.
- They both monitor the Click Fraud, this means that your advertisement may be clicked on maliciously, in order to increase the amount of money that you have to pay. If this happens and is detected by Google or Yahoo they will take care of the problem and they won't charge you for those clicks.
- They are both great programs and they come highly recommended and rated.

With all these advantages it becomes difficult to choose which one is better to invest your ad. You may decide to join both advertisement systems at the same time. This may not be a good idea, you better try one of them first, see the results, the feedback, the output and if you are not satisfied you may try the other one. Put your focus, time and energy into one program at the time.

2 - WHY GOOGLE AdWords IS SO IMPORTANT?

The biggest advantage in using Google AdWords is that it is a very well known and established program because almost every user in the world knows what Google is. For that reason you are advertising in one of the most well known web company/site, for that reason Google AdWords is highly recommended and rated.

AdWords may be very important for your online business because it offers you:

Target oriented reach

It will be very simple for you to advertise for all those people who are searching on Google. Even if your site already appears in Google it still can target more and new customers and visitors on your site.

Advance control

The great features of Google AdWords are:

- You can adjust and edit your ads in your budget, so you'll get the perfect result.
- You can use a variety of ads formats and alter them in different style, change them in different languages for the different geographical locations.

Measurable value

Google AdWords have no minimum spending up requirements and no time commitment. With the option of Cost-per-click, you will be charged very minor amount only when people click on your ads. So this is such a simple theory that every \$ of your budget move towards the profit and not the costs.



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3 - HOW GOOGLE ADWORDS WORKS?

Can be explained in basically in three simple steps.

1. Create your ads:

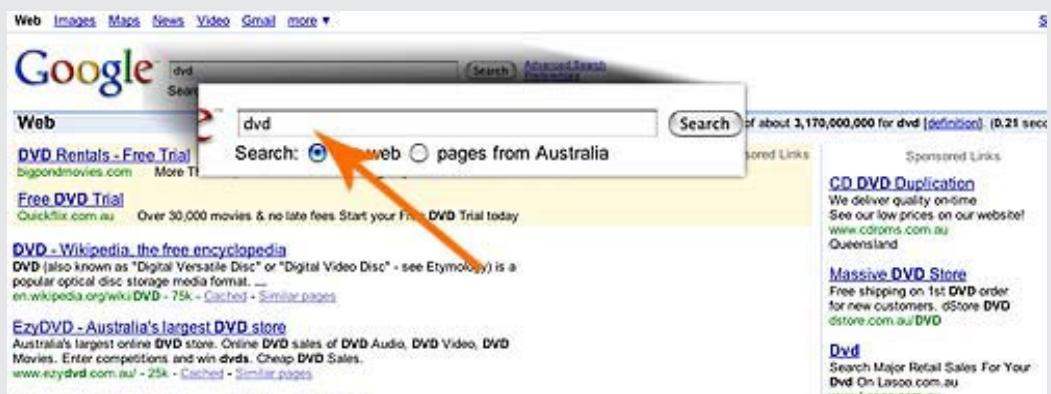
Simply create an ad and choose the appropriate keywords in your site. Keywords are phrases or words related to your service, business or product that is provided on your site. Choosing the right keyword is a very important strategy, it will be explained in coming chapters in more detail.



The ad must be eye-catching, must have the right words in just 2 lines.

2. Your ads appear on Google:

When people search through Google and use one of the keywords that are used in your web site, your site might appear in that search page. It will be shown your advertise to the visitors that's already interested in your type of product or service, then they will click on your ads.



3. You attract customers:

People will simple click on your ads to get access to the information advertised, they will be redirected to your website. If what you selling is interesting and good they may buy it from you or at least they visit it and learn more about your site services and products, it still positive, because this way they could come back to buy it latter. When the product is good they will remember.



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5 - BASICS OF PAY PER CLICK

What is Pay Per Click

Pay per click is one of the best ideas for delivering traffic to your website. Even a very small budget you can still use pay per click advertising to jumpstart your online marketing. From all the many pay per click platforms available the most popular is Google AdWords.

In the creation of AdWords account you have possibly picked up on several of Google language, here is a brief review of key measures.

Why Use Pay Per Click?

Here some important reasons for choosing it:

- Faster feedback of the market situation and conditions;
- You get results in real time
- Probably the most easiest and affordable way of putting your ad or advertising your products all over the planet.
- Easy way of delivering your message to all the interested, possible interested buyers or web searchers.
- You get results and feedbacks fast, allow you to understand if your ad is well structured or if needs changes. This way you will understand how the user is reacting to your ad.
- Low investment with a possibility of a good return, because there are high possibilities of getting clicks from all over the world that could be transformed into business and sells.
- On search engines like Google and Yahoo the traffic is huge, millions of people use them everyday this will increase the chances of your ad be viewed and clicked by interested people.

Many more can be added to this list that you'll find out from trying your own ad and your own idea.

Click Thru Rate ("CTR")

Click Thru Rate is a rate upon which a user clicks on your ads. If user clicks on the ad on one time in ten, after that you get a CTR of 10%.

Google give the information of CTR on Ad Groups, on individual keywords with on entire Campaigns. Click Thru Rate is varying considerably, and you will want to rise this as much as achievable.





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Managing the budget

It is recommended to start on with a little budget. This way you'll make sure that you bid on the accurate keywords with no lost or at least less lost in excess of amount. The final profit can be successful if you manage slowly and step by step your budget for this advertise campaign. If you can acknowledge that your return is increasing even slowly, if you having a progressive profit, you can then think regarding increase the day-by-day budget.

Selecting your destination URL

Make sure your URL of destination is related to the keyword bid in the lead. It is significant to ensure that the user is going to the webpage that they want to see, this is the purpose of almost every user on the Internet; they want to get what they are looking for.

Using Reports

Once you've started your ad campaign, the next step is to watch its performance. The Google AdWords reports will help to make decisions based on the results. By using these reports you will be able to see and check the complete statistics on your clicks in order to if the ads are performing fine.

Website analysis tracking

Once you've started the campaign and once is running you have to monitor the users view for the website. Google Analytics is a good tool for the AdWords displaying, it will report you:

- The location of users,
- Search term,
- Search engine
- The most accepted links click on the webpage.

Link to the right Page

Link the ad to the exact page you want visitors to see, it could be for your homepage, could be for a page inside your website, as long as it is the right one according with the ad. If you link it to a wrong page the visitor may get confused and he may end up leaving your website.

It's one of the top reasons why people quit navigating in some websites, they get frustrated, confused, irritated because they don't get what they are looking for.

Faster Business Feedback

If you want to get a faster feedback from your business a simple and a good advice is to never start your ad on the weekend, because there are less buyers. A better strategy would be on a Monday because is usually the biggest spending day for a lot of people and companies on the web.





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8 - CONCLUSION

We all know that Google can't guarantee at 100% that AdWords and AdSense will increase your sells or your website traffic, but it is a fact that it will help when combined with:

- Good website contents
- Good products
- Interesting information
- Good costumer support

And others more

This way you are making sure that what they going to see or pay for is worthy of their visit. This way the odds are on your side.

AdWords is a product created by Google, the information on this document was based on the referred companies statements.

Thank you for choosing digitaldesign products.

SAMPLE

