



Sample

Get Traffic Fast

**How to Use Google Advertising to
Increase Traffic To Your Web Site**

by Gihan Perera and Ed Keay-Smith

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Introduction

Smart Web site owners know that creating a Web site is only the *first* step to success on the Internet. A professional Web site is only successful if you get a steady stream of visitors.

Many Web sites rely on search engines for most of their traffic.

In the early days, it was easy – and free – to get visitors from search engines. There were so few Web sites that it was enough to just tell search engines about your site and you were guaranteed a regular stream of “traffic”.

As the Internet grew, more Web sites competed for top places in search engine results, so it required more work to get and maintain a prominent position. Although search engine listings were still “free,” the real cost was high: enormous time and effort was required to “optimize” your sites for search engines. In fact, search engine marketing became a full-time job in itself.

Fortunately “pay-per-click advertising” was developed, revolutionizing search engine marketing. With this tool, Web site owners can *pay* for advertising in search engines. The key to its success is that it is inexpensive – even a small business can afford it – and easy.

In this book, we'll talk about how to use Google's pay-per-click advertising system (called "Google AdWords") to get more traffic – the *right* traffic – to your Web site.

Who is this book for?

If you sell products or services, you're probably already promoting your business in other ways. Using AdWords, you can specifically tailor and target your marketing to customers who are looking for your products or services – cheaply, efficiently, and with maximum control.

If you already have a "brick and mortar" business, you may have just recently set up a Web site. When potential clients look for products or services you offer you receive "natural" search engine results. ("Natural" means the search engine simply ranks your site using its complicated formula for ranking you among all other similar sites. You may rank highly, but chances are you won't; as a result customers will never see your site). With the pay-per-click method, your highly targeted ads appear in front of potential customers or clients within an hour of setting up your account. For instance, if you only want the ads to appear in a local market within a 60 kilometre radius of your business, you can. Your ads can also appear to world-wide audience – it's very flexible. You can cap your spending and change your ads whenever you like. It's completely up to you. You get flexibility, efficiency, controllable costs, and the ability to change your marketing campaigns as often and as fast as you like.

What's in this book?

This book is based on a discussion between the two of us (Gihan and Ed).

Ed is an expert in marketing using Google AdWords. He runs a full-time computer sales company while managing to earn thousands of dollars a year from Internet marketing with AdWords. He has succeeded so well and so quickly that Perry Marshall – generally considered to be the world expert on AdWords – refers many of his clients to Ed.

In this book, we'll show you how to use AdWords, especially if you are just starting out in Internet marketing.

Who are we?

Ed Keay-Smith

www.adwordsmarketing.com

AdWords Marketing specializes in the setup and management of Google AdWords & Overture Pay-Per-Click search campaigns for a wide range of clients all over the world.

Since early 2004, has focused on building a structured service offering that responds to the needs of growing companies seeking to gain new customers online.

AdWords Marketing methodology has evolved to meet the client's needs for bottom-line results and a "no hassle" means of getting started with an online marketing campaign.





Gihan Perera

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Gihan Perera is a consultant, speaker and author who helps his clients to leverage their products, services and business practices. His Web design company First Step Communications serves clients throughout Australia, as well as in New Zealand, South Africa, the United Kingdom, Singapore and Canada.

He is the author of the book *Secrets of Internet Business Success* and *Magnetic Messages*. He has also written numerous e-books on effective Web sites and success with information products.

Outline

In Chapter 2, we'll talk about **the benefits of using Google AdWords**: Why it's worth paying for advertising (even when you can still get free listings), how AdWords gives you greater control over your advertising spending, and how AdWords compares with its main pay-per-click competitor.

We'll give you **an overview of AdWords** in Chapter 3, including important concepts you have to understand before setting up your ad campaigns.

In Chapter 4, we'll walk through **a real-life example** of a successful AdWords campaign Ed conducted for one of his clients.

Chapter 5 talks about **how to prepare your ad campaign**. You'll learn the nitty-gritty details of creating a successful campaign.

Then, in Chapter 6 we'll **take you step by step through the account setup and implementation process**. You'll see exactly what to do at each stage.

Chapter 6 shows you **how to monitor your campaign**, and describes key ways to improve it once it's up and running.

Finally, we'll **summarize the process** in Chapter 7, and tell you how to take action for your own business.

Preparing Your Ad Campaign

The biggest mistake that most people make with Google advertising is that they don't invest enough time *preparing* their campaign.

So in this chapter, we'll take you through the things you should do before even creating a Google advertising account.

Here's an overview of the process:

- ⇒ Find out what search words are being used by your potential customers.
- ⇒ Prepare your site to get traffic
- ⇒ Write your ads

Now let's look at each of these items in more detail.

Research keywords

In general, you'll be able to generate significant, high quality traffic by bidding no more than \$.10, \$.15 or \$0.20 per click.

Be specific

When you set up your account, you might be tempted to start bidding on really common keywords that might have a lot of people searching on them every month. There could be thirty, forty, fifty, even one hundred thousand people searching for that particular keyword. What you'll find, though, is you'll have a lot of competition for that keyword, and it's less likely your ad will be clicked on.

Let's go back to our Walkers Candy example. The word "candy" is a very common word, but "bulk wholesale candy" is a very specific phrase. Someone searching for "bulk wholesale candy" is probably more likely a qualified buyer than someone simply typing in the word "candy". Longer phrases or more specific words are more likely to be used by persons actually searching for your product, rather than someone doing research or simply looking for general information.

So, when you start putting your campaigns on Google, make sure you use specific words or phrases, because when people search for those specific words or phrases, they're more qualified customers than people searching general, non-specific words or phrases. You may get more search results using general keyword – but they won't necessarily bring you responsive customers.

Put yourself in a searcher's shoes. Use the language your potential customers or clients would use. Determining the right words and phrases can bring you a lot of highly qualified traffic.

There may not be a high volume of searches for “bulk wholesale candy”. There might only be fifty people a year searching for that particular phrase, as opposed to 10,000 for the word “candy,” but Walkers Candy will have a higher click-through rate and a higher return on investment for that word because it’s very specific to their business.

Let’s take a different example. We’ve helped clients who provide sales training. Getting to the top of free (natural) search engine results or paid listings for the word “sales” isn’t particularly useful to them, because people search for car sales, house sales and a number of other types of sales. Placing ads would cost significant money and would yield low click-through rates because there are so many uses for the word “sales” available. Our clients get much better results using specific phrases targeted to exactly what their clients are looking for.

Understand click-through rates

Because Google only gets paid when somebody clicks on an ad, it has a vested interest in promoting the ads that get the most clicks. If you run ads that aren’t targeted well to the keywords you choose, searchers who see the ads won’t click them, and eventually Google will remove your ads.

The ratio of clicks to impressions is known as the “click-through rate” (often abbreviated in Google as CTR). Originally, Google set a minimum click-through rate of 0.5%, which means that one out of every 200 impressions must generate a click-through. In mid-2005, Google relaxed that 0.5% minimum. However, it still removes ads that don’t perform well.

The key is to make sure you don't choose the broadest terms available. You're much better off choosing narrow and specific terms you know people are searching for. Your return on investment will be higher, and your ads will be much more relevant as well.

In the case of "sales," there aren't as many sites running ads as you would think. This is not because it's an unpopular word to search for – on the contrary, it's *very* popular. There are just a few paid listings because people have tried bidding on this on the past, but the word is just too general, so the click-through rate is very low.

Here's another example. Suppose you run a bed and breakfast in a popular holiday area in Australia. You know families will come to your area during school holidays. You can run an ad, for some weeks in advance, that is very specific to your bed and breakfast, your area, and your potential customers. Choosing "Yarra Valley bed and breakfast" would yield much more qualified visitors and a much better click-through rate than simply choosing "bed and breakfast".

Prepare your site

There are a few specific things you need to do to your Web site before you begin your campaign.

Focus on content

In the past, when your Google ad took people to a Web page, Google didn't care what you had on that page (as long as it didn't have a pop-up window). Now it's become more

discriminating, and *prefers* pages that are useful for the user. It can detect whether somebody clicked the Back button immediately after visiting the page, which means they didn't find the page particularly useful. If that's the case, it penalises you by giving you a lower position in the list of ads.

For example, some Internet marketers buy Google ads that lead people to a "one page Web site" – a long direct-response sales letter. They know that only 2-3% of users will buy, and the rest will just leave the page immediately. In the past, Google didn't care about the users' behaviour; now, it gives those ads a lower ranking.

Note: Google doesn't *prohibit* these pages; it just ranks them lower. So you're not breaking any of Google's official rules by leading people to a page like this; it just means you have to pay more to get the same position for your ad.

No pop-up windows

As noted above, Google will not direct traffic to a landing page with a pop-up window. If you have a particular page on your site that has a pop-up window, you can't direct your AdWords traffic to that page. You can leave your pop-up in place for other visitors, but you'll need to duplicate that page to create a landing page for your Google customers. It can be an exact duplicate; it just can't have a pop-up window.

Direct your ads to a specific page

When using AdWords, as well as using Overture, you can direct traffic to any page on your Web site. You should always direct traffic to the particular page most suited for that keyword. *This is rarely the home page!*

For instance, if your bed and breakfast also does wedding catering, and your keyword is “wedding catering,” you’d rather have visitors click straight through to your “weddings” page rather than to your home page. (After all, they’re looking for wedding services).

This is very important, and it’s a mistake that many beginners make when using AdWords. Rather than having the customer land on your home page, and hope they’ll find their way to the product (and running the risk of losing the sale because they give up or lose interest), take them *directly* to that product or service.

In the Walkers Candy example, one of their pages is focused on wholesale sales; another is for retail. Keywords specific to wholesale sales, like “wholesale candy purchase,” point directly to the Wholesale Sales page of their Web site.

In general, your results will be better if you point customers to specific pages they’re interested in. Many people use 200 or more keywords, but those keywords fall into general categories. Walker Candy could have thirty to forty “wholesale” keywords all pointing to the Wholesale Sales page. Their advertising will be much more effective because visitors will instantly find products they are searching for.

If you're providing a general service, then *perhaps* your home page may be the right starting point. A bed and breakfast might use its home page as its landing page for Google customers. But if you have a number of different products, and your keywords specifically target individual products, you should direct your traffic to the right page of your Web site. Your results will be better, and your keyword advertising will be more efficient and effective.

Write your ad

Now you're ready to write your ads. Ads have three main components: a headline, content and a Web address. The headline appears in bold type, the content in regular type. Headlines take up one line, content two lines.

There is no strict formula for writing ads, but there are general guidelines. The main rule is to *write from the perspective of your potential client* and what they are actually searching for. Your customer has a need; your ad should speak to that need. It can be very simple: a searcher may use the phrase "make a blue widget". Your ad title could be: *How To Make a Blue Widget*.

Does that seem too simple? It's not. It's very specific to what that person is looking for. The more specifically you fill a need with your ad, the more likely you are to generate click-throughs... and generate sales.

You are allowed a limited number of characters in your ads, so you can't ramble.

In general, an easy formula to follow is to describe the **benefit** of your product or service on the first content line, and the **features** on the second.

Here's an example from Walkers Candy. Many Australians want home delivery. An ad could be:

Walkers Candy Australia
Aust Wide Delivered to Your Door!
High quality, traditional hard candy
www.walkerscandy.com

It's a simple yet effective ad. Candy searchers know immediately Walkers Candy is an Australian firm. They can buy candy and have it shipped directly to them (that's the benefit). And it's traditional hard candy (that's the feature). Searchers who click through this ad will go to the Walkers Candy site, and will be able to view product photos, read descriptions... and hopefully purchase candy.

However, a weakness with this ad is that it has a meaningless headline. The phrase "Walkers Candy Australia" doesn't mean anything to the searcher, so it's just wasting space. It's better to use more meaningful headlines, and to compare them with each other, as we'll see now.

Split Testing

Suppose you've written an ad, but you're not sure your copy is effective. You can perform what's called "split testing". You can run two ads relating to the same keyword at the same time. Google will rotate them on a 50/50 basis for you. You can change the wording in the ads and see which one produces more click-throughs. If you get a higher click-through rate from one ad, you'll know that that ad was more effective. You can delete the ad that wasn't working as well. In effect you can test your own marketing and quickly determine what works best for you.

In general, you should wait until you've had at least forty or fifty clicks on a particular ad before making decisions.

How long should you wait before deleting the weaker ad? You can find out by using the free tool at splittester.com. You provide the results for two ads, and it will give you a measure of certainty that the ads will continue to perform like that in the long run.

Copying magazine ads

Writing effective ads isn't easy, but here's a trick you can use to help you. Look at magazines like *Cosmopolitan* or *Vogue*. Text on their cover has to reach out and grab a potential reader, so their writers are extremely good at writing short, attention-getting copy. These ads are also brief, which makes them ideal to model for your AdWords campaigns.

If you don't want to actually buy the magazines, go to magazines.com and you can look at the latest covers for a number of different magazines.

For example, a recent issue of *Cosmopolitan* (see cosmomag.com) had the text "Seven Crucial Things Your Gyno Forgot to Tell You" on the cover! That could be adapted into a great ad for your business. For example, if you're an auto mechanic, it could be, "Seven Crucial Things Your Mechanic Forgot to Tell You".



Here's another one: "How to Talk to Him So He'll Listen". How about "How to Sell So He'll Buy," or "How to Talk to Her So She'll Buy"? You can take advantage of copy written to make people purchase magazines to help you create your own advertising edge.

Inappropriate Content

Once you've set up your ads, occasionally Google will advise you that your ads are not appropriate. Your content could be offensive or inappropriate, or there may be other business reasons. For instance, Dell Computers does not allow Google to use its name in any keyword combination. If you set up an ad with "Dell" in the content, Google will not run your ad.

In other cases, Google may simply ask you to revise your ad to meet their standards.

Either case is fairly rare, so you don't need to worry if you make a mistake. Google will simply send you an e-mail explaining your ad is not active yet, or why it has been disabled. You'll be able to see exactly why your ad is in question. Sometimes it can be as simple as a spelling mistake; other times it's because you've used superlatives.

Google will not allow you to use phrases like, "we are the best," or "we are the greatest," or "we are the fastest". While each of those may be true in your case, such statements are difficult to prove. If you are among the fastest, content like "Orders shipped within five minutes of receipt" will meet Google's standards and accurately describe your service level.

Google Guidelines

Google provides detailed explanations of all their guidelines. They can be very helpful in learning how to create ads, how to change your ads, and what to do if your ad has been disabled. Once you correct mistakes, your ad appears again in search results.

Instructions, guidelines, and other program information can be found at adwords.google.com.

If you don't want to read the guidelines, that's okay. Look at a few other ads to get a sense of what is acceptable, and if you make an inadvertent mistake, Google will notify you and you can quickly make corrections.

Spend some time looking at ads, both in your categories and in other categories. Look at ads successful companies run. You can get valuable insight into how to write your own ads.

Before you move on, pick a keyword (which could be a single word or a phrase) and then take the time to write at least one ad. We'll use that ad as we set up your AdWords account.



About Gihan Perera

Gihan Perera is a business consultant, speaker, author and entrepreneur – with clients throughout Australia, and in New Zealand, South Africa, Singapore, the U.K. and Canada. He works with professional speakers and trainers, consultants, business owners, CEOs and strategic leadership teams to improve their marketing, sales and persuasion skills in one-on-one meetings, group presentations and on the Internet.

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