



Effective Google AdWords Campaigns

Introduction

Google AdWords is the most popular advertising platform in the world, making Google billions of dollars in advertising revenue each year. When used correctly, Google AdWords is one of the most affordable ways to promote your products or services.

In this series of articles we are going to explain exactly how you can setup your own profitable Google AdWords campaign from beginning to end. We will only assume you know the basics of Google AdWords. We will teach you:

1. How to perform effective keyword research, including looking at your competitors ad's and web sites
2. How to write headlines and copy for your Google ad's that will dramatically increase your click through rate and why you must test even the tiniest changes to your ad's
3. Why and how you can create multiple ad campaigns for the one product to increase your conversion rate
4. How to reduce the chance you'll get "Google slapped" - reducing how much you pay for your Google adWords ad's in the process
5. How to write effective landing pages, ensuring you have a "message to market match" and you're speaking the same "language" as the people who click your ad's
6. How and why you should filter your sales process so you can perform follow up pre-sales (via email) to people who click on your adWords ad's
7. Our goal with this series of articles on AdWords is to teach you not only what we've learned, but to teach you how we use it to drive significant sales of our software every day.

Sound good? Great. Let's get started

Keyword Research and Segmenting Based On Context

Before you even start a Google AdWords campaign you need to workout which search keywords you want to show your ad's for. Not all keywords are created the same, and one of the most important things you need before you get started is an effective, relevant list of keywords.



There are 3 ways to find your keywords and they are listed below.

Use these techniques to find the 10 most popular keywords relating to your product/service only. We will only use 10 keywords because we're going to pay close attention to the performance of our ad's and we will be creating ad's specifically for just a few targeted keywords. This probably goes against what you're used to doing or seeing - creating 1-3 ad's for hundreds or even thousands of keywords - you just accept the keywords Google suggests when creating your adWords campaign, right? Wrong. Don't do that.

Here's how to find just ten keywords to get started:

1. Grab a pen and paper and just start writing all the keywords and phrases that come to your mind when you think about your product/service. Just ask yourself: "if I were in my customer's shoes, which words would I use to find my product/service on Google?". List as many as you can.
2. Go to a few of your competitors web sites and look at the text on their pages including title tag text, meta tags and text between H1 and H2 tags. Write down the words that you think people might use to search for your competitor's products from those you see on their site.
3. Use [Overture's search suggestion tool](#) to find maybe 10-20 keywords/phrases related to your products/services. For example, if you're selling funny T-shirts online, enter "funny tshirts" in the search suggestion field and click the blue button. You'll see a list of keywords along with the number of times that keyword has been searched for on Overture in the last month. Because Google has a much larger reach than Overture, multiply each number by about 10 times - that's how many times that exact same keyword is searched for on Google each month (approximately)