

The Beginner's Guide to Overnight Traffic

**7 Steps to
Getting Massive Traffic
Using Google™ AdWords™**

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Introduction

Hello, I'd like to welcome you to ***The Beginner's Guide to Overnight Traffic™*** where I'm going to teach you "*Seven Steps to Getting Massive Traffic Using Google™ AdWords™*".

I'm really excited about this guide because if you want to make money online, then you absolutely need the ***Beginner Traffic S7™*** strategy as described in these pages.

If you've ever thought about using Google™ AdWords™ to promote your site, then this is the key that will unlock the doors of massive opportunity... and riches!

But here's the surprising bonus...

Even if you DON'T intend to use AdWords™ as a long-term strategy, you'll still find this guide to be your own personal gold mine.

The reason?

Because inside these pages **you'll discover how to use AdWords™ to boost your income across ALL your marketing efforts**, including *affiliate marketing, joint venture marketing*, Search Engine Optimization (SEO), and more.

You see, some of the world's richest marketers use AdWords™ to test their sales letters before a big product launch because it's the fastest, most accurate way to quickly boost conversions.

So, instead of launching a product with an unpredictable sales letter, they can launch confidently since they know their proven sales letter will pull down massive sales for them.

And now these profit secrets are yours!

Whether you want to use AdWords™ to drive hordes of cash-paying customers to your site tonight... or you just want to quickly test your sales letter, you're about to learn the ultimate the strategy that will put you on the fast track to success.

As you may probably know, Saleen S7 is a high-performance, super fast automobile which is capable of over 200 miles per hour. Zero-to-60 time is under three seconds.

Well, I refer to the 7 steps of building a successful and profit-pulling AdWords™ campaign as **"Beginner Traffic S7™"**. And if you follow these steps, you'll definitely drive targeted traffic to ANY website – overnight!

Here's a quick overview of the **"Beginner Traffic S7™"** strategy that you'll be learning:

#1 – SELECT your keywords: In this step you'll discover how to choose the type of keywords that will attract hungry, cash-in-hand customers to your site!

#2 – STRUCTURE your account: Here you'll learn how to boost your conversion rates by creating separate keyword lists, ad groups, and campaigns.

#3 – SEIZE your prospects' attention with your ads: In this step you'll discover how to write an ad that gets attention... and gets clicked on!

#4 – SEND your prospects to a compelling landing page: Within these pages are the sales letter secrets of turning those clicking browsers into paying customers!

#5 – SETUP your campaigns: Here we'll pull everything you've learned together and actually go through the step-by-step process of setting up your first AdWords campaign. No guesswork required – just follow the easy directions and screenshot illustrations!

#6 – SELL more by testing and tracking: In this step you'll learn just how easy it is to give yourself an instant pay raise by determining what keywords, ads, and sales letters pull in the most money for you!

#7 – SAVE time and money with these tools: Finally, in this last section you'll learn what tools you can use to make your campaigns even more effective.

Sidebar: When you log into Google™ AdWords™ to start a new ad campaign (<http://adwords.google.com>), you'll notice that you're asked to create an ad first and then choose your keywords.

For the purposes of this ebook, however, we're going to look at choosing your keywords as the first step. That's because your keywords will affect how you write your ad. That means we'll be creating keyword lists first, saving them, and then creating ads later.

Since the ebook steps aren't listed in exactly the same order as Google's campaign set-up steps, you may wish to read this book in its entirety before setting up your account. Later on in this ebook – in Step #5 -- we'll look at the exact step-by-step process of setting up a new campaign.

If you're the type who learns best by seeing the "big picture" before moving onto the finer details, look over the step-by-step process first, and then start reading this ebook in order.

WAIT! You may be eligible for a free \$50 advertising bonus!

Yes! Google™ is offering \$50 in free advertising to new account holders – and you may be eligible!

If you are eligible, follow these instructions now to claim your free \$50 in Google™ advertising credits...

1. Use the following link to reach the Google™ AdWords™ page:
<https://adwords.google.com/select/main?cmd>Login&sourceid=Yh91503>

Please note that this offer is only available to you if you see a reference to the free \$50, as shown in this screenshot:



Special Offer for Yahoo! Small Business customers.

Sign up for Google AdWords and receive \$50* worth of targeted advertising.

*Valid only for new Google AdWords customers with self-managed signup. Offer based on a \$55 total credit, which represents \$50 of advertising credit and a \$5 activation fee. Advertisers will be charged for advertising that exceeds the promotional credit. Advertisers will need to suspend their ads if they do not wish to receive additional charges beyond the free credit amount. Subject to ad approval, valid registration and acceptance of the Google AdWords Program standard terms and conditions. Offer is non-transferable and may not be sold or bartered. Offer may be revoked at any time for any reason by Google Inc. ONE PROMOTIONAL CREDIT PER CUSTOMER. The advertising credit is only available for orders submitted through the URL provided in this promotion.

In order to claim your sign-up bonus, you MUST see the message "Special Offer for Yahoo! Small Business customers. Sign up for Google™ AdWords™ and receive \$50* worth of targeted advertising."

If you do not see this message, then you're NOT eligible for the offer (or the offer has expired).

2. Next, you need to sign up as a new account holder, with a new email address and credit card (or virtual credit card). Remember, this offer is for new account holders only.

3. This offer is subject to change at any time. Please note that you are responsible for reading and adhering to all rules, conditions, requirements and other terms of service. Please be sure to read all information in the fine print.

Now let's discover the ***Beginner Traffic S7™*** strategy and learn how to put it to work for you...

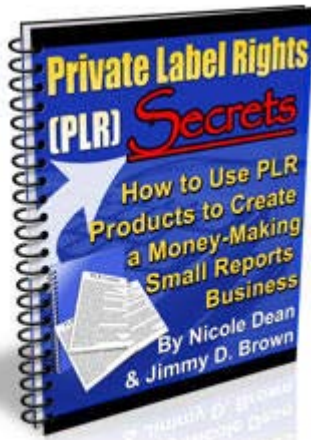
Step 1: SELECT Your Keywords.

This step is extremely important.

**If you choose the right keywords,
you'll enjoy targeted traffic that converts into cash-paying buyers.**

If you choose the wrong keywords – those that are too vague or too broad – you'll likely drain your ad budget quickly without any sales or other conversions to show for it.

I'm assuming that you already have a niche and likely a product in mind. If you haven't already decided on those... grab this free ebook –



In this report which was co-written by Jimmy D. Brown and Nicole Dean, you'll find out how to turn Private Label Products and Articles into a small reports business.

[Click here to read this free report.](#)

Here's a quick tip that you can use to discover niches you never knew existed...

Quick Tip: Need a niche? Don't know where to start? Here's how to find niches you never would have thought of on your own...

Simply log into your favorite keyword tool (free or paid) and start running searches for broad terms like this: "how to", "secret", "eliminate", "get rid of", "buy", "purchase", "book", "guide", "information"... and so on.

You'll uncover tons of niches using this amazing strategy – and I'd be willing to bet money you'll find niches you never even knew existed!

Now back to choosing keywords for known niches and your products...

Choosing the right keywords is a two-pronged process.

1) On the one hand, you can use keyword tools to help you create a list of possible words.

2) However, you must then manually comb through this list to determine how useful each word might be in attracting targeted traffic.

Let me give you an example –

Suppose you created an ebook all about training golden retrievers to be hunting dogs. Now consider this keyword phrase: "golden retriever training."

At first glance, that looks like a great keyword for your purpose. However, it's too broad. The "training" could refer to training a dog to go hunting... but most people who type that keyword phrase into a search engine are likely looking for information about obedience training or housetraining.

As such, you might expect to get some traffic from a word like that, but you might also be disappointed in a low conversion rate. Better words for this particular topic might include a phrase like "golden retriever hunting training." Even better is something more specific to your product, such as "golden retriever hunting training guide."

While those longer (more specific) phrases might not get as much traffic as a broader (shorter) phrase, you can be assured of getting a higher conversion rate since the searchers are looking for something very specific.

In other words –

The more specific the keywords, and the more related they are to your exact offering, the better response you can expect to get.

Now let's look at the three-step process of creating a list of targeted keywords...

1) FIND OUT relevant keywords.

Your first step is to find out relevant keywords using a few basic strategies.

- ➔ **Simply brainstorm a list of keywords** that you think your market will use to find you and your products. Of course in order to do this, you must understand your market. If you haven't already previously profiled and researched your market, now is a good time to do so.
- ➔ **You can also determine which keywords your top competitors are optimizing for** to get a sense for what words your market uses. Examine their different pages and see if you can tell what words get repeated often. If they use "tags" on their blog entries, check out what keywords they're using to tag posts.

➔ **You may also want to view the document source**, which reveals the meta tags for the website. Not all sites use meta tags. However, those that do will give you an idea of what the webmaster had in mind in terms of optimizing for certain keywords. If this is a fairly good marketer, then it's likely safe to assume that they chose their meta tag keywords after first doing research.

Once you have a general idea of how your market may search to find products like yours, you can move on to step two...

2) FEED your list with new keywords using a keyword tool.

Once you have a short list of keywords your market might use to find you, you can quickly and easily expand that list by using a keyword tool. Google makes it easy since they provide their own keyword tool.

Note: If you already have a favorite keyword tool that you use, then by all means use it. You can copy your own list of keywords into your campaigns.

You can find Google's keyword tool here:

<https://adwords.google.com/select/KeywordToolExternal>

Preferably, you can also reach it from within your AdWords account. Simply log into your account, click on "*Tools*" and then choose "*Keyword Tool*".

One more thing: If you're ready to start setting up a campaign right now, then instead of clicking on "*Tools*", you can click on "*Create a new campaign: keyword targeted*" from the main page of your account. If you do that, you will be asked to create an advertisement – if you don't have one ready, simply enter a sample ad, and then remember later to go back and change it. (Later in this ebook – in "Step 5" – you'll get the complete step-by-step process of setting up a new campaign.)

Go ahead and try the tool right now.

Please note that while you can use this tool without logging in, there are features only available to you once you start building a real campaign.

Here's what the keyword tool looks like:

The screenshot shows the Google AdWords Keyword Tool interface. At the top, there's a navigation bar with tabs for 'Campaign Management', 'Reports', 'Analytics', and 'My Account'. Below this, a sub-navigation bar includes links for 'Account Snapshot', 'Campaign Summary', 'Tools', 'Conversion Tracking', and 'Website Optimizer'. A search bar on the right says 'Search my campaigns:'. The main header area shows 'Tools > Keyword Tool'.

Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to **English, United States** [Edit](#)

Help make the Keyword Tool better: [Provide Feedback](#)

How would you like to generate keyword ideas?

- ☒ Descriptive words or phrases (e.g. green tea)
- ☐ Website content (e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

☒ Use synonyms

[Filter my results](#)

[Get keyword ideas](#)

Selected Keywords:

Click 'Save to Ad Group' when you are finished building your keyword list.

No keywords added yet

[+ Add your own keywords](#)

Save keywords to:

Campaign:

Ad group: Istanbul

[Estimate Search Traffic](#)

[Save to Ad Group](#)

You can quickly and easily create a large list of targeted keywords using Google's keyword tool.

Enter in a keyword or phrase and click on "Get keyword ideas". If you didn't uncheck the "Use synonyms" box, then you'll get a nice list of keywords directly related to your keywords, plus related keywords.

Example: If you entered "weight loss" as your original keyword, you'll get phrases that include those words, such as "fast weight loss." However, you'll also get related keywords like "lose weight" and "burn the fat."

You can add the words individually, or add the entire list to your campaign if you'd like. You can also save the file in different formats (such as text), so that later on you can copy and paste the words into your AdWords ad group.

Quick Tip: Digging down and finding even more related keywords is easy. Simply copy and paste some of the most targeted keywords into the "find keyword ideas" box and start a new search.

Note that Google also provides you all sorts of relevant information – most of it is only available if you're already logged into your account and starting to build a list for an ad group or campaign. If you're building a list without logging into your AdWords account, be sure to later use these features once you are logged in and working with your keyword list.

By default, you'll see information about advertiser competition, search volume last month, and average search volume. But based on the information you provide when you actually start building your keyword lists in your account, you'll be able to estimate how much traffic you'll receive from your keywords, the estimated ad position, and how much each click will cost.

Here's a sample list of keywords with some of the features enabled:

Traffic Estimates
View the ad performance estimates for your selected keywords on the Google Search Network below. Estimates are provided only as a guideline; your actual costs and ad positions for your keywords may vary. [Learn more](#)

Your keyword and CPC changes have not been saved.
You may continue making changes and re-calculating estimates [below](#).
When satisfied, please save your changes.

Without budget limitations:
At an average CPC of 0.62 - 0.93 these keywords could potentially generate 9 - 15 clicks per day (which would cost you 6 - 20).
▶ [Show total potential clicks in the table below](#)

Keywords ▼ / Minimum Bid ?	Max CPC / Predicted Status ?	Search Volume ?	Estimated Avg. CPC ?	Estimated Ad Positions ?	
Search Network Total			0.62 - 0.93	1 - 3	
joomla web 2.0 templates (to be added) Minimum bid: 0.28	1.00 Active	<input type="text"/>	Not enough data to give estimates. ?		delete
best web 2.0 templates Minimum bid: 0.14	1.00 Active	<input type="text"/>	Not enough data to give estimates. ?		delete
business web templates Minimum bid: 0.21	1.00 Active	<input type="text"/>	0.61 - 0.91	4 - 6	delete
buy web 2.0 templates Minimum bid: 0.14	1.00 Active	<input type="text"/>	Not enough data to give estimates. ?		delete
clean website templates Minimum bid: 0.70	1.00 Active	<input type="text"/>	Not enough data to give estimates. ?		delete
copywriting templates Minimum bid: 1.40	1.00 Inactive for search	<input type="text"/>	0.00	-	delete
effective sales letter Minimum bid: 0.14	1.00 Active	<input type="text"/>	0.60 - 0.91	1 - 3	delete
example of sales letter Minimum bid: 0.14	1.00 Active	<input type="text"/>	0.53 - 0.79	1 - 3	delete

The keyword tool allows you to estimate the cost per click, ad position, how much advertiser competition you're facing, and other information for each keyword.

For example, you can use the dropdown box to show the "estimated average CPC" (cost per click). If you show this feature and similar features such as ad position, you'll be asked to enter the maximum amount you'll pay per click. Simply do that, hit "recalculate," and you'll get this information.

You'll notice that the keyword tool even gives you an idea of when traffic surges for these particular keywords. For example, you can get an idea of the best month to advertise certain seasonal products, like weight loss products, sports related products, holiday products, etc.

Your next step is to manually comb through these lists.

- Are the search terms too broad?
- Are the search terms specific enough that you have a fairly good idea what the person is searching for?

Keep in mind that certain **search words may be coming from searchers who have no interest in what you're selling.**

Example: Let's suppose you're selling baseball bats. The term "buy bats" could refer to baseball bats or the flying animal. As such, you'll need to choose something specific, such as "buy baseball bats".

Choosing "Buying" Words

As already mentioned –

The more targeted your keywords, the better.

If you're selling a product, *you should be choosing words that indicate the person is interested in buying that particular product.*

Example: "Buy shoes" is too broad, especially if you only sell women's Birkenstock sandals. In that case, a good search term list might include terms like "buy Birkenstock sandals" and "buy ladies Birkenstock sandals" and "buy women's Birkenstock sandals" and so on.

You'd also want to add specific product names to your search term list. To keep going with the Birkenstock example, you'd include specific names of their women's shoes, such as "Arizona black suede" and "Madrid Birko-Flor". You can bet if someone is searching for a product that specifically, they're probably ready (or almost ready) to buy.

Note: In addition to including specific product names, you'll also want to consider including words such as "*buy*" or "*purchase*" or "*free shipping*" or "*discount*". All of these words – when tacked onto a product name, such as "*discount Birkenstock*"

sandals" – suggest that the searcher is a buyer and not a "tire kicker." Creating these sorts of search terms will increase your conversion rate.

3) **FILTER** your list to refine your search terms.

In order to attract your target market, you'll want to **refine your search terms** based on broad matching, exact matching, phrase matching, and even including negative keywords.

Broad Matching: The default position is "*broad match*", meaning that your ad will appear if someone types in any keyword phrase that includes your keyword. In some cases, your ad may appear if related keywords are searched.

Example: If your keyword is "weight loss", then your ad will appear when someone types in "weight loss secrets" and possibly "lose weight".

Broad matches appear when you enter your keyword as-is, without quotes, brackets, or the like.

For example, your keyword would look like this in the search list:

weight loss

Exact Matching: Another option is to list some or all of your keywords as exact matches. To do so, you list your keywords in brackets, like this:

[weight loss]

Doing so will ensure your ad only appears when searchers type in that exact phrase.

Phrase Matching: If you'd rather have your ad triggered when people type in your keywords alongside other keywords, then you can put your keyword in quotes, like this:

"weight loss"

Doing so means your ad will appear whether someone searches for "weight loss" or "fast weight loss" or any other search phrase that includes your chosen keyword or phrase.

Negative Keywords: Finally, you can also exclude certain keywords so that those searches do not trigger your ad.

For example, let's suppose you didn't want your ad to appear to searchers who are looking for free information. In that case, you would use a minus sign (-) in front of the word free and then add the negative word to your list. Excluding the word free would look like this:

-free

Note: If you're creating a list without setting up a campaign, then go ahead and save your keyword list as a text file. Later on you can copy and paste this exact list right into your campaign.

Otherwise if you are setting up a campaign as you go, then be sure to save your list.

Step 2: STRUCTURE Your Account.

Now that you've created a list of possible keywords – along with negatives to exclude certain searches – your next step is to structure your account in three easy steps:

Note: If you haven't already signed up for a Google AdWords account, refer back to the introduction of this ebook to see if you're eligible to claim \$50 in free Google advertising credits!

1) CREATE Ad Groups

This step is where you pull keywords from your main list and put them into related subcategories. Google calls these subcategories "*ad groups*".

You can set up a general ad campaign and run several ad groups within each campaign. And to help boost your conversions even more, you can (and should) write different ads and even create different landing pages for your different ad groups.

Let me give you an example... Let's suppose that you're selling an ebook about dog training – specifically fixing problem behaviors like barking, jumping on people, digging in the garden, separation anxiety and the like.





































Chances are, your target market isn't going to search for something broad like *"problem behaviors in dogs"*. Instead, they'll be searching for solutions to the specific problem they're having with their dog, such as inappropriate barking or digging.

To connect with your market better, **you can separate those problem behaviors into different ad groups.**

That means your overall ad campaign will center around your training guide, but your various ad groups within this campaign will specifically target each of the problem behaviors individually.

You'll have a *different set of keywords, a different ad, and possibly a different landing page* for barking, digging, jumping, and so on.

For example, your keywords for the "barking" ad group might look something like this:

Keywords	Estimated Ad Position	Estimated Avg. CPC	Advertiser Competition	Search Volume: April	Avg Search Volume	Search Volume Trends (Dec 2006 - Nov 2007)	Highest Volume Occurred In	Match Type: Broad
dog barking	-	-					Jul	Add <>
stop dog barking	-	-					Apr	Add <>
control dog barking	-	-					Jun	Add <>
dog barking collar	-	-					Jun	Add <>
stop dog from barking	-	-					Aug	Add <>
dog barking problems	-	-					Apr	Add <>
how to stop a dog from barking	-	-					Jul	Add <>
stop a dog from barking	-	-					Jul	Add <>
dog barking sounds	-	-					Nov	Add <>

A sample keyword list for a "barking" ad group.

And your keywords for the "jumping" ad group might look something like this:

Keywords	Estimated Ad Position	Estimated Avg. CPC	Advertiser Competition	Search Volume: April	Avg Search Volume	Search Volume Trends (Dec 2006 - Nov 2007)	Highest Volume Occurred In	Match Type: Broad
dog jumping	-	-	No data				Jul	Add
stop dog jumping	-	-	No data				Jul	Add
stop dog from jumping	-	-	No data				Oct	Add
dog training jumping	-	-	No data				Jul	Add
dog jumping up	-	-	No data				Nov	Add
dog jumping fence	-	-	No data				Jun	Add
how to stop a dog from jumping	-	-	No data				Jun	Add
stop a dog from jumping	-	-	No data				Oct	Add
dog dock jumping	-	-	No data				Jul	Add
dog jumps	-	-	No data				Jul	Add
how to stop dog from jumping	-	-	No data				Oct	Add

A sample keyword list for a "jumping" ad group.

And then you can do the same thing to create keyword lists centered around digging, separation anxiety, and whatever other problem behaviors your ebook covers.

Once you've created targeted keyword lists for your ad groups, you'll then want to create ads that speak directly to the sub-niche of people who are searching for those specific keywords. You'll discover how to create a compelling ad in "Step 3" of this ebook.

2) CHOOSE Locations and Languages

Another way to further target your niche market is by choosing to have your ads show only to certain locations and/or only in certain languages.

Note: Google automatically attempts to target your ads as much as possible. For example, whenever possible they'll use the searcher's IP address to determine their region so that Google can show region-specific ads.

For example, you might want to show your ads only to people in the United States, and perhaps you want to limit your ads to English and Spanish speakers. Or perhaps you want to show your ads just to people in a certain state.

You can even drill down further and show your ads only to people who are using Google in a certain region, such as around a city or even in a certain radius from a specific address.

Obviously, this sort of targeting is useful if you're running a local business, such as dog walker, electrician, doctor, or some other business that can't be run globally.

However, it's also useful if you're selling products that are only useful to people in specific regions.

Here are a few examples:

Example #1: If you're selling an ebook on how to grow roses in desert climates, then you'll do better if you only show your ads to those in the desert, such as Arizona, New Mexico, and so on.

Example #2: If you're shipping a physical product, but you only ship to the Europe, then you don't want your ads shown all over the world. In this case you'd show your ads only to searchers in Europe.

Example #3: If you're selling an introductory "How to Speak English" course, then you shouldn't show the ad in English since your target market won't be able to read it. Instead, you can create Spanish ads and show them to people in Spanish-speaking countries like Mexico.

3) CONSIDER How Much to Bid on Keywords

As you consider how to structure your account and create your campaigns and ad groups, the other big issue you'll need to consider is how much to bid on your keywords.

You already know that as you develop your keyword list, Google gives you the option of estimating ad position and amount of traffic based on how much you bid per keyword.

However, you shouldn't solely use these estimates in order to decide how much to bid. Instead, you need to first estimate your conversion rate and calculate your return on investment.

Naturally, of course, you'll also need to take into consideration what sort of action you expect your visitors to take when they land on your site. If you want them to purchase a product, then you need only figure out an estimated conversion rate for your sales letter, and how much you can bid on keywords and still make a profit. (We'll get to that calculation in just a moment.)

If instead your main focus is building a list, then you'll need to estimate the value of your visitors. And of course if you're simultaneously building a list while pitching a product, you'll need to consider that even if your conversion rate isn't as high as you hoped, you are likely still profiting due to the list you're building.

And of course you also need to consider your overall plan.

Perhaps your front-end product is merely a loss-leader, where you could very well be losing money to get those customers. In other words, you're spending more on "clicks" than you make back on sales. The idea, of course, is to make the money on the backend by selling more products and more expensive products to your customers.

In sum: Before you start calculating how much to bid on keywords, you also need to take into consideration your overall business strategy. Some marketers aim to make money using AdWords, while others invest their money in AdWords to build a customer list.

Now back to those calculations...

Example Calculation: Let's suppose your primary goal is to drive traffic to a site and sell a product. If you haven't yet tested any of your conversion efforts, then your best bet is to be conservative with your estimates. In this case, let's estimate your conversion rate at 1%. That means you'll make one sale for every 100 targeted visitors.

Next, let's assume you make \$25 for each sale.

Here's a calculation:

- 100 visitors come to your site.
- Your 1% conversion rate produces one sale.
- You bid 15 cents per click, so those 100 clicks cost you \$15.
- Your \$25 gross profit - \$15 for 100 clicks = \$10 net profit.

In this case you still come out ahead \$10 for every 100 visitors. And of course since you're building a list, you're making money on the backend.

In the above example if you bid 25 cents per click (\$25 to get 100 visitors), you'd come out even. If you bid 35 cents per click (\$35 per 100 visitors), you'd be losing \$10 for every 100 visitors. But again, you can make that up on the backend if you're building a list.

Step 3: SEIZE Your Prospects' Attention with Your Ads.

The job of your AdWords ad is simple: **To get attention, and to get clicks.**

However, you also need to –

Create ads that get these clicks from people who are interested in buying what you're selling.

You'll do yourself no favors if you create ads that get plenty of clicks but do not convert into subscribers or sales.

It's not just you who is interested in creating relevant ads that get plenty of clicks – Google is concerned about that too.

Indeed, they've created what's called a "Quality Score", which rates your ads based on how many clicks they get, plus the relevance of your keywords, your ad, and your landing page (e.g., the page visitors see after they click on your ad).

That means if your keywords don't match your ad and/or your landing page, you'll have a low Quality Score. Likewise, if your ad isn't getting clicks, Google will assign you a low Quality Score.

What happens if your Quality Score is low?

Poke around Internet marketing forums and blogs, and you'll see it referred to as the "*Google Slap*". That means that Google may disable your low-performing keywords and ads. But one of the more common ways advertisers get "slapped" is by having to bid a higher amount per keyword in order for their ads to show.

In other words: The better your Quality Score, the less you will likely have to pay per click. The lower your Quality Score, the greater chance you'll need to up your bids in order to trigger your ads.

Two Ways to Boost Your Quality Score (and Avoid the Google Slap)

There are two proven strategies that you can keep in mind to potentially avoid the Google Slap and boost your Quality Score:

➔ **Ensure your ads, keywords, and landing pages are relevant.**

Bidding on keywords like "*dog collars*" while placing ads and creating landing pages for "*dog leashes*" may make sense. After all, people who need dog collars often need leashes too.

However, Google may see collars as not being all that relevant to leashes, and so they may penalize you a bit by giving your keywords a lower Quality Score.

To improve your score, you'd likely need to bid on the keywords "*dog leash*", plus include this search phrase in your ad as well as your landing page. The bonus is that doing so will likely improve your conversion rate.

Consider this for a moment...

When you enter specific keywords into a search engine, which results catch your eye? Chances are, those that include the keywords you searched for will catch your eye first. Simply put, they seem the most relevant.

Let me give you an example.

In the next page, you'll see a screenshot of the current ads being shown in Google when entering the search term "*dog leashes*".

Web		Results 1 - 10 of about 870,000 for dog leashes . (0.41 sec)
JB Wholesale Pet Supply www.JBpet.com We Carry A Huge Selection of Dog and Cat Products at Discount Prices		Sponsored Links
Shop Dog Collars/Leashes PetCareRx.com Save on Brand Name Dog Collars and \$5 Off To The First 300 Customers.		Puppy Potty Training Having trouble house breaking? a PetSmart instructor can help. www.PetSmart.com
Pet Leash Manufacturer www.beidi.com.cn High Quality & Low Price Leashes Sublimated, Printed or Woven Logos		Dog Leashes Quality Dog Products from the Trusted Name in Pet Supplies. DrsFosterSmith.com
Dog harness , Dog collar , Dog leash , Dog muzzle - Dog training ... Producer of protection training equipment, including bite suits and tags, Schutzhund dumbbells, harnesses, muzzles, and collars. www.fordogtrainers.com/ - 57k - Cached - Similar pages		Canine Harness Adjustable & Dog -Tested. Lots of Colors & Patterns. 100% Guaranteed. www.FetchDog.com
Dog Toys, Dog Training Collars, Dog Leashes, Anti barking, Dog ... Dog Toys & Dog Clothing, Dog Leashes and Collars. Dog Training Harness to stop and control Dog Barking. www.cooldogtoys.com/ - 77k - Cached - Similar pages		Stylish Dog Leashes High Quality & Durable Dog Leashes . Flat Rate Ship-Free On Orders +\$99! www.FunDogFred.com/Dog-Leashes
Larz Equipment Humane Dog Leashes, Harnesses, Collars Humane, behavior altering, training leashes , collars, and harnesses for you and your dogs benefit. Complete product descriptions and testimonials. www.larzequipment.com/ - 22k - Cached - Similar pages		House Training a Dog? No More Gross Smells On Your Carpet House Training a Dog In 7 Days.. HousebreakingMyPuppy.com
Dog Collars - Pet Collar & Dog Collar Browse through hundreds of dog collars, dog leashes , dog training collars, and designer dog collars. We are sure to have the pet collar you are looking for.		

If you were looking for dog leashes, which of these ads would you click on?

You'll notice that the top ad talks about potty training and has nothing to do with leashes specifically. The advertiser (PetSmart) likely has to pay a very high bid per click to get that particular ad shown for the keyword "*dog leashes*", as the Quality Score likely isn't very high.

Now consider those search results for a moment. Which ad would you click on?

If you were looking for a dog leash, would you click on the potty training ad? Probably not.

And while it's more closely related, the "*dog harness*" ad likely wouldn't catch your eye as readily as those ads that include the keywords in the original search: "*dog leash*".

In particular, those that include "*dog leash*" in the title likely get the most attention, and possibly the most clicks.

Consider your own searching and clicking habits, and I think you'll agree that results that include your keywords are most likely to get your clicks. Creating your ads with that tip in mind will get you clicks – and it keeps Google happy.

➔ Create compelling ads.

In addition to using your keywords in your ad whenever possible, the other thing you need to do is apply good copywriting techniques to create compelling ads. That means creating ads that get attention and get clicks.

Remember this: The job of the ad is NOT to sell your product. There simply isn't enough room in a three-line ad to persuade someone to buy your product.

Instead, **the job of your ad is to get click-throughs**, which you can do by promising a big benefit and/or arousing curiosity within the ad.

Seizing Attention in Four Easy Steps

Now that you know you need to seize your prospects' attention to get the best results, but how? Is it easy to get attention of your target market? IT IS, if you follow these four easy steps:

1) Create Headlines that Get Attention

The headline of your ad is the most important part of your ad.

It's the first thing that people will see. **If the headline doesn't attract attention and interest, then the reader won't read the other two lines of your ad...** and they certainly won't click through to your landing page.

So, how do you create a headline that gets attention?

Generally, you can do so in three ways:

- By promising a benefit if the searcher keeps reading.
- By arousing curiosity.
- In some cases, a headline that asks a relevant question ("Who else wants to get rich?") can also engage the reader and compel them to read the ad.

Let's look at a real example of how different ads do better at getting attention (and clicks).

Here are the AdWords ads results for the search term Nike shoes:

<p>www.FinishLine.com Free Shipping on \$100 Nike Orders at Finish Line. Use Code: ship100</p> <p>Nike Footwear www.Nike.com Nike apparel & footwear are available at the Nike online store.</p> <p>Nike Shoes www.Eastbay.com Shop Eastbay.com For Various Nike Shoes. The Latest Styles/All Sizes!</p> <p>Nike.com - Official Site Explore Nike.com for Nike footwear, clothing, accessories and gear. Shop online at the Nike Store, customize NIKEiD footwear, view the latest Nike+ products ... ⊕ Stock quote for NKE www.nike.com/index.jhtml - 6k - Cached - Similar pages</p> <p>Nike's Official Online Store Hear How You Run Women Running NikeStore Nikefootball Nikeid Soccer</p> <p>More results from nike.com »</p> <p>nike shoes--welcome to nikesky.com New Transparent nike shoes. New Clear nike shoes. A wide selection of Nike and Jordan shoes from nike Retro XI to Flightposite KG Olympic to Air Max 95 ... www.nikesky.com/ - 22k - Cached - Similar pages</p> <p>Nike Shoes, Nike air force one 1 one shoes, air jordans, air force ... Nike Shoes, Nike air force one 1, nike air force ones, nike air forces, Nike air jordan air jordans, Nike basketball shoes, nike sneakers, air jordan shoes, ... www.sneakerhead.com/ - 30k - Cached - Similar pages</p> <p>Kicks Pro - Nike Air Force One, Air Jordans, Nike Dunk - Nike Air</p>	<p>Nike Shoe Sale Huge Discounts at Famous Footwear Shop Our Athletic Shoe Sale Now! www.FamousFootwear.com/Nike</p> <p>Branded Shoes Compare & Save - Name Brand Shoes, All Sizes Available, Made in China www.Nikecn.us</p> <p>Shoes Online Shopping All Brands, Colors, and Sizes of Shoes. Free Shipping & Returns. Zappos.com</p> <p>JCPenney™ Official Site Shop Nike Athletic Shoes & Sandals For Men, Women & Kids Affordably JCPenney.com</p> <p>Nike Shoes on Sale Up to 70% Off on Styles for Men, Women, and Kids in our Online Store www.DrJays.com</p> <p>The Sport Shoes Sale I can't believe I ever shopped for Sport Shoes elsewhere www.ShoesVault.com/</p>
---	--

The best ads are those that promise a benefit to the reader, such as the ads that tell the prospect about the "Nike Shoe Sale".

The first thing you'll note is that some of these ads don't catch the eye because they don't include the term "Nike shoes". You can bet the reader will skip those, at least initially.

Their eyes are scanning for their own keywords. Clever ad headlines WILL get clicks... but those that include the keywords might get noticed first.

Of those that do get immediate attention, you'll note that some of the titles are rather boring.

For example, the last headline you see says "*Nike Shoes*". While it includes the keywords, it doesn't give the reader any reason to keep reading the ad, much less click on it.

A better ad is the top ad, whose headline states "*Nike Shoe Sale*" as well as the similar ad with the headline "*Nike Shoes on Sale*".

Both of those promise a benefit to the reader: specifically, if she keeps reading she'll discover where to get her shoes at a discount.

The advertisers could have also tried to arouse curiosity in order to get clicks.

For example, the headline could say something along the lines of, "*The Truth About Nike Shoes*" or "*Nike Shoe Scam?*"

Both of those headlines would likely get a click from someone who was on the verge of buying a pair of Nike shoes.

However, **the landing page would need to be relevant** in order to keep the reader from hitting the back button in a few seconds.

In other words –

**Do NOT use headlines like this to "trick" the visitor.
Use them to arouse curiosity, and then make sure
your landing page satisfies that curiosity.**

2) Create Ads that Get Clicks

If your headline has "hooked" the reader and pulled them into your ad, then you have two lines to convince the reader to click on your ad.

Just as with your headline, you do this by promising benefits and possibly arousing curiosity.

But here's something else to keep in mind:

Your reader only cares about herself.

She's self-centered. And when she reads your ad, she's always wondering, "***What's in it for me?***"

Your ad needs to answer that question – and in doing so, you give prospects a compelling reason to click on your ad.

That means your ad should be oriented towards the reader.

Many marketers orient their ads towards themselves, and the ads turn out like ego-driven, back-patting ads. It's likely their clicks and sales suffer because of it.

Let me give you an example to show why orientation matters:

The screenshot shows a Google search results page for the query "Search engine optimization". The browser's address bar shows "Google" and "Search engine optimization". The search results include several organic links and two paid advertisements circled in red. The first ad, titled "Search Optimization", lists benefits like "Proven Results - Competitive Prices" and "FREE Site Analysis & Consultation", with a link to "www.Targetern.com/SEO". The second ad, titled "Search Optimization Firm", describes "Search engine optimization services" and mentions "Over ten years of proven experience", with a link to "www.customermagnetism.com". Below the ads, there are more organic search results related to SEO, including links to "www.seoat.com/", "searchenginewatch.com", and "www.submitempress.com/".

Search engine optimization (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or ...
en.wikipedia.org/wiki/Search_engine_optimization - 93k - [Cached](#) - [Similar pages](#)

[What's an SEO? Does Google recommend working with companies that ...](#)
If an SEO creates deceptive or misleading content on your behalf, ... Ethical SEO firms report deceptive sites that violate Google's spam guidelines. ...
www.google.com/support/webmasters/bin/answer.py?hl=en&answer=35291 - 33k - [Cached](#) - [Similar pages](#)

[Search Engine Optimization, Google Optimization - SEO Chat](#)
Offering Search Engine Optimization, CPC Management, and Link Building ... Search engine optimization; drive more traffic with Blackwood ...
www.seoat.com/ - 89k - [Cached](#) - [Similar pages](#)

[Intro to Search Engine Optimization - Search Engine Watch](#)
Search engine optimization means ensuring that your web pages are accessible to search engines and focused in ways that help improve the chances they will ...
searchenginewatch.com/showPage.html?page=2167921 - 33k - [Cached](#) - [Similar pages](#)

[Search Engine Optimization \(SEO\) Marketing Firm & Placement Company](#)
Offers search engine optimization (SEO) marketing services & placement since 1998. Submit your website URL to 40 major search engines for FREE!
www.submitempress.com/ - 40k - [Cached](#) - [Similar pages](#)

bruceclay.com - [Search Engine Optimization - SEO Training, Tools ...](#)

Search Optimization
Proven Results - Competitive Prices
FREE Site Analysis & Consultation
www.Targetern.com/SEO

Search Optimization Firm
Search engine optimization services
Over ten years of proven experience
www.customermagnetism.com

Search Optimization \$250M
Hourly Rates From \$11 - \$15 per hr.
Free Initial Report. Call Us Now!
eBrandz.com
[Google Checkout](#)

[Organic SEO Secrets](#)
Inc. 500 Recognized SEO Agency
Increase Your Rankings and Sales
www.pepperjam.com/seo

[Compare SEO Price Quotes](#)
Get Competitive Offers from Leading SEO Firms. Review Costs & Save.
www.VendorSeek.com/SEO_QUOTES

Notice how the two circled ads differ in terms of orientation and benefits to the prospective customer.

Notice in the above real-life example that two ads are circled.

First off, let me say this: While they both include part of the keywords I searched for (search engine optimization), neither one of them have very compelling titles. However, in this example we're only interested in the body of the ad.

Notice the difference between the two ads...

The first one is reader-oriented and benefit-driven. In this two-line ad the reader discovers he's assured of the following benefits:

- Competitive prices.
- A free site analysis.
- A free consultation.

Now look at the second ad.

The first line is completely wasted, as it doesn't provide any benefit to the reader at all. Indeed, the searcher's keywords and the ads title already suggest that the ad is about search engine optimization (SEO) services.

The second line, *"Over ten years of proven experience"*, is also unnecessary. It's about the company and NOT about the prospect.

You see, a prospect doesn't care if you have ten years of experience.

What they care about is what kind of results you can give them. They don't want to know about your ten years of experience... they want to know how all that experience helps them.

So how does all this experience help the prospect?

This particular company would have done better by creating a benefit-driven ad that said something like, *"you'll get page 1 rankings in Google"*. Or perhaps, *"Page 1 rankings or it's free!"*

Now those are tangible benefits for the prospect!

Quick Tip: The more specific your benefits, the better.

Example: Suppose you're selling a weight loss ebook. You could list benefits in your ad, such as "fast, easy weight loss".

However, a specific benefit will have even more impact. In this case, your benefit might be something like "lose 10 pounds quickly and easily". To make the ad even better, you could list how long it takes to lose those pounds.

See the difference? An ad that promises a specific, tangible benefit will be better-received (and more credible) than a broad or vague benefit.

Here are a few other examples of specific versus unspecific benefits:

- "Earn \$551.12 this week!" VS. "Earn cash this week!"
- "Get rid of back pain in just three days!" VS "Get rid of back pain!"
- "Learn Spanish Tonight!" VS "Learn Spanish!"
- "Get 17 Job Offers in 30 Days!" VS "Get Job Offers Fast!"

3) Arouse Curiosity

Just as your headline can arouse curiosity, in some cases you can arouse curiosity in your ad body, too.

Let's suppose you searched in Google for "*diet pills*". You'll likely run into several ads that promise a variety of benefits near-benefits, including:

- Fast weight loss.
- Effective weight loss.
- Strong diet pills.
- Top rated diet pills.
- Free shipping.
- Free trial or free sample.
- Discount prices.
- Fast shipping.

...and so on.

Those ads will get clicked on at various rates, depending on what's important to the prospect. Those who want to try the pill may be interested in the free sample, those who needs pills as soon as possible might be pulled in by the fast shipping, and so on.

However, many people who are looking for diet pills – especially those people who've never tried pills before – may be a little skeptical of the safety of the pill.

They've heard horror stories on the news about people getting ill or even dying because of these pills. They've heard of diet pills getting banned. At the very least, they've heard the horror stories about users getting "the jitters" or getting headaches while using diet pills.

In other words, many people are already nervous about the safety of these pills – and you can capitalize on that fear in your ads.

Here's an example ad. Note how we arouse curiosity (and a touch of fear) in the headline and body:

[The Truth About Diet Pills](#)

Don't take another diet pill until
you read this shocking free report.

www.yourwebsite.com

Another example:

Can Diet Pills Kill You?

Click now to discover which pills could
put you in the ER... or the morgue.

www.yourwebsite.com

The second example does even a better job of arousing curiosity, since it tells the reader she can discover "which pills" are harmful.

If someone is already taking pills or is about to take diet pills, she likely will be interested in finding out which ones could kill her.

Notice that this second ad also directs the prospect to take a specific action by saying "click now to discover." That's a call to action.

While you may not always be able to put a long, specific call to action due to space restrictions, **it's a good idea to add a specific direction whenever you can**. We'll talk more about "call to action" in the following chapter of this ebook.

4) Avoid Freebie Seekers

Now you've designed an ad that gets clicks. And while you're likely using keywords or negative keywords that help avoid freebie seekers, there's no guarantee that a few won't click on your ad.

However, you can reduce this possibility by creating ads that repel tire kickers and freebie seekers.

How?

By including words in your ad that signal to the prospect that your product is not free. Ideally, you should do this within a benefit statement.

Examples of phrases that help ward off freebie seekers include:

- Low price
- Discount price
- Sale price
- Fire sale
- Spring/Summer/Fall/Winter Sale
- Holiday sale

- Big savings
- Save \$100
- Only \$7
- Free shipping
- Use Paypal
- Big discount
- 50% off
- Fast shipping
- Next-day shipping
- Overnight shipping
- Lowest price - guaranteed
- All credit cards accepted
- Free S/H
- Fast FedEx delivery

...and so on.

Naturally, these examples may *not* work for everyone.

If your business plan includes offering freebies to prospects, then you WANT prospects to know they can get something for free if they click on your ad (such as a free trial, free sample, free consultation, free report, etc).

At the same time, however, your freebies should be extremely relevant to your offering, otherwise you risk attracting freebie seekers who have no interest in your product.

Step 4: SEND Your Prospects to a Compelling Landing Page.

So far you have different sets of keywords and different ads (*ad groups*) to help you better target your niche market.

Your ads and keywords are relevant and congruent. Your ads are benefit-laden and give prospects a reason to click through to your landing page. Your next step, of course, is to **create a landing page that turns these clickers into buyers**.



FREE REPORT!

Jimmy D. Brown breaks down a complex piece of marketing into a system that anyone can master. Whether you're a beginner or intermediate marketer, you'll certainly benefit from this free report.

[Click here to read this free report.](#)

Here's how...

- ➔ **Make sure your landing page is relevant and congruent with your keywords and ads.**

We've already talked about how you should create different ads for different lists of keywords, and how ideally you should include your keywords in these ads. Not only does this help improve your click-through rate (CRT), it also helps improve your Quality Score.

Now you should extend this basic idea to your landing page. That means your different ad groups should also have different landing pages. In doing so, you'll be able to connect better with your target market. And that means turning more browsers into subscribers or buyers.

First, and most obviously, do NOT link your AdWords ad to your home page, unless you have a mini-site and your home page has the product or subscription form you want prospects to see. While this tip seems very obvious, you'll see that many companies don't follow this simple bit of advice.

The person who setups the AdWords ads probably thought it was too much work to create specific ad groups keyword lists, match these keywords to specific ads, and then match these ads to specific landing page.

So what happens? Let's look at a specific example...

Browse over 9000 discount pet products including discount name brand **Dog Clippers** at guaranteed low prices.

www.futurepets.com/DOG_CLIPPER.S.HTM - 114k - [Cached](#) - [Similar pages](#)

[Dog Clippers - Groomers.com](#)

As a groomer, your **clippers** very well may be the most important tool in your shop. Shop our huge selection: with top brands, such as Andis, Oster, Laube, ...

www.groomers.com/search.asp?SKW=sacippers&catID=719 - 52k - [Cached](#) - [Similar pages](#)

[Show Dog Grooming Supplies, Andis Dog Clippers, Grooming Table ...](#)

Show **Dog** Grooming Supplies including **clippers**, blades, dryers, tables, shears, Andis **Dog Clippers**, NaturVet, Grooming Table, Bio-Groom, Chris Christensen, ...

www.showdogstore.com/ - 49k - [Cached](#) - [Similar pages](#)

[ANDIS Clippers and Timmers](#)

Shop our online store for Andis hair **clipper**, hair trimmer, barber, beauty, **dog** grooming, horse grooming, cattle **clipper**, cattle grooming, sheep **clipper**, ...

www.andis.com/USA/ - 47k - [Cached](#) - [Similar pages](#)

[Pet Grooming Clippers - Compare Prices, Reviews and Buy at NexTag ...](#)

related:pet grooming **clippers** cats,pet grooming **clippers** oster,**dog clippers**,andis Andis Pro **Dog Clipper** Kit. This complete kit is housed in a sturdy, ...

www.nextag.com/net-grooming-clippers/search.html - 114k - [Cached](#) - [Similar pages](#)

[Oster®Full Line Clippers](#)

Oster® Factory Authorized,Full **Clippers** and Blades and supplies.
www.HouseholdAppliance.com



[Oster Dog Clippers](#)

Oster Electric Pet **Clippers**/Blades
Qualified Orders Over \$25 Ship Free
www.amazon.com

[Oster Animal Clippers](#)

Small for easy fur removal.
Perfect for surgery/procedural apps
www.harvardapparatus.com

[Dog Groomers Equipment](#)

Pet tubs, tables, cages, dryers, shears, **clippers**, carriers, apparel
www.progroom.com

[More Sponsored Links »](#)

Not the most compelling ad... but since the search was for "*dog clippers*", you'd expect to see a landing page that included dog clippers.

The circled ad probably won't catch as much attention as the other ads since it's not as benefit-driven, plus it seems more broad. But nonetheless, let's suppose the person who is searching for "dog clippers" is doing some comparison shopping.

He clicks on the various ads, sees what sort of clippers the advertisers offer, what reviews other buyers have posted for those clippers, and what sort of discount the retailer might offer on the clippers.

He gets to the ad that's circled in the above illustration.

Even though it seems broad, you'd still hope to see dog clippers once you've clicked through, right? But instead, here's what you get:

Sign In/Create Account My Account Help/FAQ

Call ProGroom
M-F 8AM-5PM CST
936-894-3292

Search: GO

Specials Featured Items All Items Contact Us Print Catalog Cart Contents Checkout Shipping/Returns

Home Catalog [0 Items \$0.00]

Departments

- CLEARANCE ITEMS
- Package Deals!
- Apparel and Footwear
- Pet Grooming Equipment
- Pet Grooming Tools
- Pet Hair & Body Care
- Pet Accessories
- Pet Beds
- Pet Homes
- Pet Crates & Carriers
- People Totes/Luggage
- Storage Bins
- Storage Cabinets
- Horse and Ranch
- Beauty Salon Supply
- Vet Equipment/Supplies
- Gifts For You & Yours
- Office Accessories
- Home Accessories

Apparel that's Comfortable, Stylist and Machine Washable!

Water and hair repellent apparel for the professional! Available in XS to 8XL. Many styles, solids & prints to choose from.
(Footwear that is so unbelievably comfortable!)

\$6.00 Shipping on ALL APPAREL One piece or 20 pieces Shipping is still \$6.00!!

best sellers your top picks

BathMaster Pro 4

Call us today and let our experience help your business grow! The Easiest Way to Help Your Business Succeed! We support fast, friendly service!

Where are the dog clippers? The prospect doesn't have the time to search for them – so you can bet he hits the back button.

The searcher is looking for dog clippers. But instead of a page full of different dog clipper models, he clicks through to find a general grooming site.

Basically, the advertiser is asking the prospect to do all the work. In order for the prospect to find dog clippers, he's going to have to start browsing and/or searching the site.

Will he do it?

Some prospects will, yes. But a great number of prospects won't – and any advertiser who doesn't take the time to match the landing page to the ad and keywords likely loses tons of sales every day.

Bottom line: Make it easy on your prospects. Give them exactly what they're searching for. The landing page they see should be directly related to the keywords they searched for and the ad they clicked on.

➔ **Capture contact information whenever possible.**

You may be using AdWords to build a mailing list, which is a great idea. But if you're using it to drive traffic to a product page, **you should still be encouraging prospects to join your newsletter list.**

In other words, you may want to consider using a "squeeze page" as your landing page.

A squeeze page is basically a short sales page that encourages people to join your newsletter before they can view your offers.

In order to encourage subscribers, generally you offer something enticing such as a free report.

Remember earlier when we talked about the example of diet pills?

In that example, a free report that discussed which diet pills are safe and which are harmful would make a good giveaway to boost subscriptions.

Another freebie you can offer is a detailed review and comparison of similar products.

Example: You may offer a review of two similar diet pills, perhaps offering a month-long log of how the pills worked for you. Or you can offer a review of two books, giving your opinion about the relative usefulness of the products.

Of course you don't have to limit yourself to reports.

In order to get people to join your list, you can also offer enticements such as:

- "Subscriber only" discounts on products and services.
- Free consultations.
- Free trial.
- Free sample.
- Free video.
- Free audio.
- Free software.
- Free spreadsheet.

- Other relevant freebies such as web templates or tools.

...and so on.

Regardless of what you offer, remember this: **Your squeeze page is a sales page.** That means *all copywriting rules apply*.

Even though you're giving away something for free, you should still be crafting a sales page as if you were selling something. That means creating benefit-driven, reader-oriented copy.

Which brings us to our next point...

➔ **Your landing page should be persuasive.**

Your landing pages may have different primary purposes, including:

- Encouraging prospects to join your newsletter list.
- Getting prospects to pick up the phone and call you.
- Persuading prospects to order a product by clicking the online order button.
- Getting prospects to read a free report.
- Getting prospects to fill out a form to request a free sample.

...and so on.

But whatever your site's primary purpose, you still need to write a sales letter.

Let's look at how to do that...

Your Secret Sales Copy Formula: AIDA

Whenever you're writing a sales page, you should use the AIDA formula:

- ⇒ **Attention**
- ⇒ **Interest**
- ⇒ **Desire**
- ⇒ **Action**

That means your sales copy must first get the attention of the prospect, then get his interest, then stoke his desire for your product or service, and finally you must get the prospect to take a specific action. Here's how...

⇒ **Getting Attention**

As you've already discovered, the job of your AdWords ad's headline is to get attention.

Likewise, the headline of your sales letter must also get attention. If it fails to do that, your sales letter might as well not even exist, as it won't be read.

The rules of the sales letter headline are the same as your ad headline: it should be reader-oriented, packed with benefits, and perhaps seek to arouse curiosity.

The only difference is that your sales letter headline can be longer... which gives you more room to accomplish the task of getting attention.

⇒ **Holding the Prospect's Interest**

After you've grabbed the prospect's attention with your headline, you need to hold her interest with your first few paragraphs. There are a few ways to do this, including:

- Telling a story that the prospect can relate to. For example, talking about the pain and suffering a person with the same problem has experienced.
- Directly talking to the prospect by mentioning the pain and suffering he's experienced with the problem. Make him feel you really understand him.
- Emphasize with the prospect by telling your story and how you overcame the same problem.
- Asking the prospect to imagine what it would be like to have his problem solved. (For example: "Imagine being able to run up a flight of stairs without getting winded or tired...")

There are other ways to open a sales letter, but those are some of the main ways.

Insider Tip: Your sales letter's job is to hold the attention of the reader so that he reads the entire letter and takes action.

One way to do that is to tell an engaging story in the beginning of the letter... but don't finish the story. You tell the reader that you'll finish the story in just a moment, thereby almost ensuring he'll read through to the end to see what happened.

For example, you may use a transition that's similar to this... (Yes, go ahead and swipe this example for your own use!)

"The next day Jack was shocked when he looked in the mirror. In just a moment I'll tell you what he saw - you'll be just as shocked as Jack. But first, ..."

Once again, you use curiosity to compel the reader to keep reading. But the other reason he'll keep going is for the same reason people watch movies all the way through - namely, they need to find out what happens. You can use that curiosity and desire to leave no "loose ends" to your advantage.

As already previously alluded to, another thing you should do to help hold the prospect's interest is to evoke emotion. Make him feel the pain of his problem. For example:

- You can gently remind a person who stutters what it felt like to get laughed at in school.
- You may gently remind an overweight person how embarrassing it is not to fit in an airplane seat, and how humiliating it is to go shopping for clothing.
- You can gently remind a person how it feels to be stressed out all the time at work.

Notice I said "gently" in each case. That's because you don't want the person to feel bad about him or herself.

Instead, you need to show the readers that you sympathize completely and understand what it feels like. You remind them of their problem by saying something like, "I used to feel my cheeks get hot every time someone laughed at me when I stuttered..."

The idea is to make them feel the pain of their problem, so that in the next step you can evoke emotion again. This time, you'll evoke emotion by getting them to imagine what it will feel like to no longer have their problem and/or what it feels like to own the product or use your service. In other words, you'll be evoking positive emotion!

⇒ **Stoking the Prospect's Desire**

Since you've reminded the prospect of his problem, your next step is to offer your product or service as the solution. And in doing so, you once again evoke emotion – and get him to imagine what it's like to own the product.

You see, people buy based on their emotions and justify with logic. And beyond that, they won't buy if they can't first imagine using the product.

Consider the last time you walked onto a car dealer's lot.

My guess is that the sales staff was very eager to get you to test drive a vehicle. And the reason is because they knew that if you drove it, you could imagine owning it. Once you imagined owning it, the emotion kicks in... and a sale isn't far behind.

When you're selling something online, your prospects don't have the luxury of taking the product for a test-drive. (Unless, of course, it's feasible for you to provide a free sample, such as a free chapter in an ebook.)

As such, you need to describe the product, tell them how the product will benefit them, get them to imagine receiving those benefits, and get them to imagine how it will feel to use the product.

Your description is driven by benefit-oriented statements.

While you may mention the features of your product, each feature should be directly tied to the benefit the customer receives. And in order to make these benefit statements even more powerful, usually copywriters put them in the form of a bulleted list. (Go to any sales page and you'll see what I mean.)

So what's the difference between a feature and a benefit?

**A feature is a part of your product.
A benefit is what the feature does for the customers.**

Here are a few examples:

- Feature: Car has hybrid motor. Benefit: Car uses less gas, which means you save at least \$212.50 every year in gas.
- Feature: Toothpaste contains baking soda. Benefit: Baking soda gently whitens your teeth, which gives you a beautiful smile.
- Feature: Laptop is 5 pounds. Benefit: The light weight makes it easy to take your laptop anywhere - every day.
- Feature: Ebook includes chapter on diet pills. Benefit: You'll discover which diet pill helps you lose up to 7 pounds in 10 days.

Remember, **most of your customers are *primarily* interested in the benefits of the product.**

They're wondering, "what's in it for me? What will this product do for me?"

Your bulleted benefit list should answer that question, thereby increasing the prospect's desire for your product.

Tip: Just as with other parts of your sales letter, you'll increase conversions if you can raise curiosity about the product in your benefit list.

An example of increasing curiosity is in the last bullet above:

"You'll discover which diet pill helps you lose up to 7 pounds in 10 days!"

To further increase curiosity, you may occasionally sprinkle words like "*see page 15 for the surprising answer*" into some of your benefit statements.

⇒ **Calling the Prospect to Action**

If you've done a good job of stoking the prospect's desire, by the time they get to the bottom of your letter they'll want your product. And even though it might be obvious that they need to order the product, you'll actually increase your conversion if you tell your prospects specifically what you want them to do next.

This is referred to as a "*call to action*".

Your call to action is whatever step you want them to take next, whether it's taking out their credit card and clicking on the "buy now" button to order, filling their name and email address into a subscription form, or some other action.

The bottom line is you need to be as specific as possible. Don't just say "*order now*". Tell them, "*take out your credit card and click the 'buy now' button to order*".

Four Copywriting Tips to Increase Your Conversions

You've already discovered how to use AIDA to pull a prospect into a sales letter, keep them reading, and bring them all the way to the order button. Here are a few other secrets, tips and tricks you can apply to your sales letters immediately to increase your conversions...

1) Create a sense of urgency in your call to action.

It's NOT enough to simply have a specific call to action.

You need to strengthen that call by creating a sense of urgency.

One of the best ways to do this is to create a fear of loss. You can make the prospect fear that if they don't order now, they'll miss out – on a bargain price, on the product itself, and on the benefits of using the product.

Some of the most common ways of inducing this fear include:

- Offering a limited-time special price, such as a sale or introductory pricing.
- Making the product itself available only for a limited time.

- Making the product available only to a limited number of people.
- Offering a special price only to a limited number of people.
- Making a special offer - such as valuable bonuses - only available to a limited number of people.
- Making a special offer - such as valuable bonuses - only available for a limited time.

2) Use social proof to bolster your claims.

Many people have a sneaking suspicion that marketers exaggerate and even lie in order to sell their products.

As such, they don't quite trust what marketers say about their own products. That means if you get someone else to give you a testimonial, any persuasive arguments you make in your sales letter are all the more stronger.

That means you should get as many testimonials and endorsements from as many customers as possible. You may consider offering customers a free report if they give you feedback.

Tip: Don't offer a free report for testimonials, as that seems like a "bribe" for good feedback. Instead, offer a free report for any kind of feedback, good or bad. You can use the critical reviews to improve your product. Then, with permission, you can use the good reviews as testimonials.

Here's another secret you can put to use immediately to instantly increase the power of your testimonials:

Use video testimonials.

Because some people are skeptical, they might believe you (the marketer) just made up the testimonials. A video testimonial is much more effective. If you can't do video, then consider audio.

At the very least, post a picture alongside the testimonial, along with the person's name, location, and website if they have one.

Tip: Seek out testimonials from people who are "famous" in your niche. These could be other well-known marketers or experts in your niche. Or the list may include people who are well-respected

in certain forum communities. Either way, it lends credibility to your product if someone with influence endorses your product.

3) Use risk-reversal to increase conversions.

People buy from those they like and trust. And one way to get people who don't know you to start trusting you is by offering a money-back guarantee policy.

That way people who may be a little skeptical of your offer are willing to take a chance, since they know they can get their money back if they're not satisfied.

This is referred to as risk-reversal, since you're making your offer risk-free to the buyer (and putting the responsibility on your shoulders).

Some marketers are afraid that a guarantee policy means they'll lose money because people will ask for refunds. It's true, having a guarantee policy means you will get refunds. However, you'll more than make up for it in new sales.

In other words, having a guarantee policy means you'll get more sales and more money as opposed to not having a guarantee – and that's taking any refunds into consideration.

4) Keep the "skimmers" in mind.

Your goal when writing a sales piece is to hook the reader and engage them in such a way that they read right down to the bottom, at which time they follow your call to action.

However, not everyone reads a sales piece in its entirety. That means you need to take these "skimmers" into consideration when creating your sales letter.

How?

Simple: By making the most of your *headlines, sub-headlines, points of emphasis, your P.S., your bulleted lists, and any boxes you have that separate chunks of text* from the rest of your letter.

All of these features of your letter are emphasized or otherwise stand out, meaning that a skimmer is likely to read them when she skims your letter.

Tip: While the P.S. of your letter may seem like an "after thought" and therefore not very important, it's actually one of the most important parts of your letter. Indeed, it's one of the

few parts of your letter (such as the headline) that almost everyone reads.

Bottom line: Use your P.S. wisely. Reiterate your main selling point in the P.S., and use a "P.P.S." to create a sense of urgency.

Consider how your letter looks to a skimmer. If someone read just the emphasized points of your letter – in particular, the sub-headlines – would he get a sufficient idea of what's in it for him?

Would the sub-headlines perhaps get his interest and arouse his curiosity to the point where he may start reading the letter again? If not, you need to retool your letter so that the main benefits are spelled out explicitly in the sub-headlines, P.S., and other points of emphasis.

Specific Landing Page Examples

Here's an example of a landing page:
<http://www.smallreportsfortune.com/>

And in case that page has changed since the time of publishing this ebook, here's a screenshot that shows you the top of the page:

	<p>Free Report Reveals How A 37-Year Old Arkansas Man Makes Over \$20,000 Every Month By Selling Small Reports Online</p> <p>Get your free copy of the report that is simplifying the way people make money online:</p> <p>5 STEPS TO A BIG-PROFIT, S.M.A.L.L.™ REPORT BUSINESS How To Turn 7-15 Page Small Reports Into A Six-Figure Information Empire</p>  <p>Download this brand new free PDF report and learn...</p> <ul style="list-style-type: none">• The exact, 5-step system I personally use to create tiny reports that rake in thousands of dollars in profit every single month! (I'll show you <u>PROOF</u> inside with 3 separate case study examples of the system at work.)	
<p>An example of a benefit-driven "squeeze page".</p>		

This landing page is a good illustration of many of the copywriting tips, tricks and concepts we discussed in this section.

For example:

1. Curiosity-arousing, benefit-driven headline: The headline makes you wonder how this man could make so much money with such a simple product. It makes you wonder if you can do it too. And then it hits you with a benefit: namely, that you'll discover how he did it.
2. Good use of trigger words: The reader is told more than once that he'll get this report for "free." Free is a strong trigger word. So are words like: you, new, discover, secrets, introducing, proven, guaranteed, how to, etc.
3. Bulleted benefit list: Note that the author has created benefit-oriented statements such as "How... you can create a stream of income that pays off for months and even years to come." These bullets answer the question that's on the prospect's mind, "what's in it for me?"
4. Selling a free report: Even though this is a free report, the author still sells the prospect on joining the newsletter list to download the report. That's important. You'll increase your conversions if you "sell" a free product just as you would a paid product.
5. Using audio to boost conversions: Many marketers across different niches have reported that using audio and/or video on their sales page helps boost conversions. You may want to add these elements to your own landing pages to see if it works for you, too.

Finally, this landing page (shown in the next page) gives you a good example of an explicit call to action:

You'll gain instant access, plus...

A **Free Subscription** To my new ***FYI Success™ Monthly Newsletter*** teaching you how to **create and profit** from information (ebooks, articles, e-coaching, physical products, teleseminars, workshops ... everything to do with selling information!) **Once-per-month**, you'll receive a copy of the latest issue jam-packed with useful ideas for giving your information business an instant boost.

Simply enter your name and primary email address and click the "Send My Report" button to get started.

Your Name:

Your E-mail Address:

You'll receive an email from me with a **special download link** for the free report, and you'll receive your first issue of ***FYI Success™***. Make sure you use your primary email address or you'll miss out on the exclusive information I'll be publishing for subscribers only during the next few months.

An example of an explicit "call to action".

The call to action doesn't leave anything to chance.

Instead of simply saying "*subscribe now*", this call to action tells the prospect EXACTLY what they need to do. Specifically, it says:

"Simply enter your name and primary email address and click the "Send My Report" button to get started."

There's no ambiguity there! You, too, should create calls to action that literally leads the prospect by the hand and directs them to do what you want them to do.

Note: The only thing this page could use is a dose of urgency, such as a scarcity tactic. For example, this free report may only be free for a limited amount of time. Or perhaps another enticing bonus could be offered for a limited time or for a limited number of subscribers.

Adding a sense of urgency would likely boost conversions. And that's because it doesn't just ask people to subscribe, it tells them why they need to subscribe now.

If you don't give people a compelling reason why they should subscribe now, they may click off the page, thinking they'll do it "later."

Unfortunately later doesn't always come, since they forget... and never return.

Step 5: SETUP Your Campaign.

You've learned a lot over the last few dozen pages of this ebook, including how to choose keywords, how to structure your AdWords account, and how to create compelling ads and landing pages.

Now it's time to pull it all together in a step-by-step format.

Log into your Google AdWords account, go the campaign management page, and let's get started...

1) Create a new campaign: keyword or placement targeted?

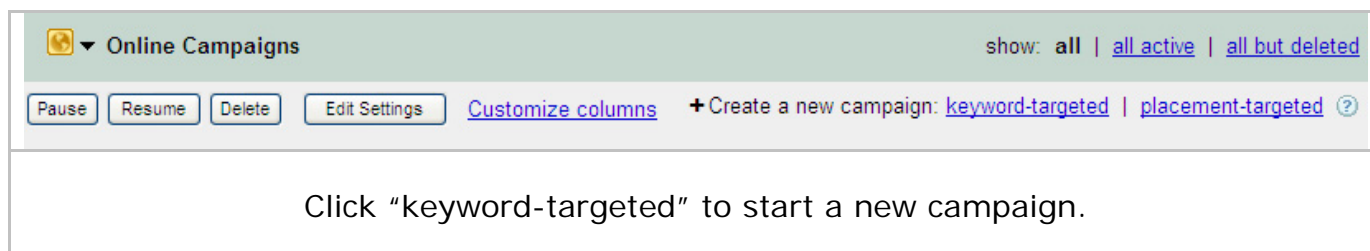
On your campaign management page you'll see you have a choice.

You can either click to create a new campaign that's keyword-targeted, or create a new placement-targeted campaign.

Keyword targeted: This means your ad will show up when someone searches Google for your keywords, and if you choose, it will also show up on similar websites in the content network (e.g., on sites where webmasters have placed AdSense ads).

Placement targeted: This means your ad will show up next to related content via Google's content network.

For our purposes, we're going to run a keyword-targeted campaign.



Click "keyword-targeted" to start a new campaign.

2) Preliminary Organization and Targeting

Next you'll be taken to a page where you're asked to name your campaign and your ad group. You might do something like:

Campaign: Weight loss

Ad Group: diet pills

You'll also be asked to choose what language and location to target. Make your choices and click "continue."



3) Create Your Ad

Your next step is to enter your ad.

Note that you don't have much room, so make sure every word counts. That means every word and line should promise benefits or arouse curiosity.

Note that the link that's displayed in the ad (visible to searchers) doesn't have to be the actual link to the landing page people will find when they click.

As such, you can make your display link "tidy" by posting your main URL, and then have a longer URL as the actual link. This also enables you to use different links for tracking purposes.

Headline:	<input type="text" value="Diet Pill Scam?"/>	Max 25 characters
Description line 1:	<input type="text" value="Find out which diet pills will land"/>	Max 35 characters
Description line 2:	<input type="text" value="you in the ER ...or the morgue!"/>	Max 35 characters
Display URL: 	<input type="text" value="http:// www.yourdomain.com"/>	Max 35 characters
Destination URL: 	<input arrow"="" data-bbox="552 1438 576 1470" dropdown="" type="text" value="http:// www.yourdomain.com/dietpill"/>	Max 1024 characters

Your display URL and destination URL do not have to be the same.

When you're finished entering your ad, click "continue." Google will make sure your link works and that your ad meets their preliminary guidelines.

4) Choose Your Keywords

If you've already created a keyword list for this ad group, go ahead and paste the list into the keyword box now.

Alternatively, you can start building your keyword list now. Google even gives you suggestions based on the content of your own website.

Remember that this is an ad group, so only choose words based on the specific ad you created and the landing page you intend to send visitors to.

Enter as many specific words or phrases as you like, one per line:

diet pill scam
fat loss pills
weight loss pills
best pill for weight loss
best pill for fat loss
safe weight loss pill
fast weight loss pill
fast diet pills
safe diet pills
are diet pills safe
diet energy pills
appetite suppressant pills

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Sample keywords based on a scan of your site
If they describe your product or service, click 'Add'. (See our [disclaimer](#).)

Click categories to view keywords:

▼ [Category: way to lose weight](#)
 « [Add all in this category](#)
 « [Add](#) fastest way to lose weight
 « [Add](#) ways to lose weight
 « [Add](#) best way to lose weight
 « [Add](#) quick ways to lose weight
 « [Add](#) ways to lose weight fast
 « [Add](#) best ways to lose weight
 « [Add](#) quickest way to lose weight

► [Category: to lose weight](#)
► [Category: weight loss](#)
► [Category: lose weight](#)

Paste your keywords into the text box. Do NOT forget to add *negative keywords*. Also be sure to designate *exact match*, *broad match*, or *phrase match* words.

Once you're satisfied with your keywords, click "Continue".

5) Choose cost per click (CPC) price and budget.

Now enter the CPC (cost per click) you're willing to pay for each keyword, along with your daily ad budget.

If you're planning to show your ads on the content network, you can also optionally enter in your "CPC content bid".

Tip: If you're just getting started using AdWords, start by only showing your ads in Google's search engine. Later, when you've tweaked your ads to provide the best results, you can test them in the content network.

Once you've entered the above info, click on "*traffic estimator*" to get data on your keywords:

[Want to purchase the most clicks possible?](#)

► [View Traffic Estimator](#) - Enter a CPC and see the estimated rank, traffic, and costs for your keyword(s).

Three things to remember:

Click on "View Traffic Estimator" to get more data on your selected keywords.

Once you're satisfied with the keywords you've selected, click "*Continue*".

6) Create additional ad groups.

At this point you can review what you've done so far. Then you can either save your campaign, or choose to create your next ad group.

When you've finished creating ad groups, click to on "Save ad group."

You'll then be brought to a page informing you that your new campaign is now active. Here's a sample illustration to give you an idea of what this page looks like:

1 - 2 of 2 Ad Groups.

[+ Create new ad group](#) [View all ad groups](#)

☒ Today

☐ May 6, 2008 - May 6, 2008

<Show/hide columns>

Show all ad groups

<input checked="" type="checkbox"/>	Ad Group Name	Status	Default Bid Max CPC	Clicks ▼	Impr.	CTR ?	Avg. CPC	Cost	Avg. Pos
<input checked="" type="checkbox"/>	ad_group 2 (sample)	Ad Group Paused	\$0.01	0	0	-	-	-	-
<input checked="" type="checkbox"/>	Ad Group 1 (sample)	Ad Group Paused	\$0.15	0	0	-	-	-	-
Total - all 2 ad groups		-	-	0	0	-	-	-	-

If you're not yet ready to go live with your ads, Google gives you the option of "pausing" ads. On this page you can also resume paused ads, delete ads, and track how well your ad groups are doing.









This page shows you all the data on your new campaign. However, keep in mind that there is a delay – so while your site may get traffic almost instantly, those clicks may not show up for a couple hours.

Notice that each ad group is listed separately, along with your keyword bids, how many impressions your ad has received (e.g., how many times prospects have seen it), your click-through rate (CTR), average CPC (cost per click), total cost, and average ad position.

As you start getting traffic, you'll want to follow these numbers closely. They'll give you an idea of how well your ad groups are performing.

You can also click on each ad group separately to review information specific to each keyword. When you click on an ad group, Google will also inform you if any of your keywords aren't in use (usually due to a low bid price).

Here's an example of a set of keywords that Google inactivated:

Keyword		Status ?	Current Bid Max CPC
abdominal fat loss		Inactive for search Increase quality or bid \$0.20 to activate	\$0.01
fast fat loss		Inactive for search Increase quality or bid \$0.15 to activate	\$0.01
fat loss		Inactive for search Increase quality or bid \$0.15 to activate	\$0.01
fat loss body building		Inactive for search Increase quality or bid \$0.20 to activate	\$0.01
fat loss bodybuilding		Inactive for search Increase quality or bid \$0.15 to activate	\$0.01
fat loss diets		Inactive for search Increase quality or bid \$0.15 to activate	\$0.01
fat loss exercise		Inactive for search Increase quality or bid \$0.20 to activate	\$0.01
fat loss nutrition		Inactive for search Increase quality or bid \$0.30 to activate	\$0.01

Either the account holder needs to raise his Quality Score for each keyword, or he needs to bid more to reactive these inactive keywords.

Step 6: SELL More by Testing and Tracking.

One of the most important things you can do to put more money in your pocket is to –

Start testing and tracking your marketing campaigns.

In essence, this means *tracking the performance* of your keywords, ads, and landing pages, and then *tweaking them* to make them better.

Example: You may create several different AdWords ads, and see which one performs better. Or you may create different landing pages, test them against each other, and see which one performs the best. Then you take your best performer, tweak it, and run it again to see if you can further improve performance.

Some people skip this step. They figure if they're making money, then everything is fine. In other words, "don't fix it if it's not broken."

But this is a mistake.

You see, tweaking your campaigns can make a big impact on your bottom line.

Example: Let's suppose you're running a campaign that gets a 1% conversion with a profit of \$50 for each sale. Now what if you tweak your sales material so that you produce a 2% conversion rate? That's right, you've doubled your profits. Instead of earning \$50 for every 100 visitors (50 cents per visitor), you're now earning \$100 per 100 visitors – or \$1 per visitor.

So, is it worth it to track and test? You bet it is! Here's how...

1) Choose just one element to test.

The biggest key to testing and tracking success is to **just change one element of your campaign at a time, while holding all other variables constant.**

For example, you may test two different headlines on your landing page to see which performs better.

That means that the ONLY difference between those two pages should be the headline. Everything else – keywords, AdWords ad, and the landing pages themselves – should be the same.

The reason you do this is because if you find a significant difference in conversion rates, you can attribute the difference to the headline.

Otherwise, if you have other elements that are different – such as if you're using different keywords or the guarantee policies on your landing pages are different – you won't have any idea what caused the change.

Here are elements of your campaign you may wish to track and test:

- The headline of your sales page / landing page.
- The opening paragraph of your sales page / landing page.
- The price of your product.
- Your overall offer.
- Your call to action.
- The P.S. on your sales page / landing page.
- Your guarantee policy.
- Your sub-headlines.
- The headline of your AdWords ad.
- The body of your AdWords ad.
- The visible (display) URL of your AdWords ad.
- Your keywords -- which keywords produce the highest conversion rate and return on investment.
- The format of your product. For example, do you offer it as an audio product, text product, or video product?
- How the product is delivered: instant download, shipped in the mail, or a (hybrid) combination of the two?
- Does video on your sales page help or hurt your conversion rate? (For example, a short "commercial" that touts the benefit of your product, or perhaps video testimonials.)
- Does audio on your sales page help or hurt your conversion rate? (For example, audio testimonials.)
- Your font style, font size, and font color.
- Where you place your testimonials.
- Graphics, footers, headers, and overall site design.
- Ease of ordering.
- Upsells (like one-time-offers).
- ...and so on.

Obviously there are plenty of elements you can test in your sales materials.

However, you'll want to focus on those that tend to produce the biggest conversion changes.

Those main elements include:

- The keywords you're using to trigger your ads.
- Your AdWords ads headline and ad.
- Your sales letter headline.
- Your offer.

Conversion Tip: Your basic tracking and testing will tell you which elements of your campaign and sales letter produce the most sales (also known as "highest conversions of browsers to buyers") for you. However, that's not the end of the story.

You see, merely tracking which sales letter or which ads produce the best conversion rate doesn't necessarily mean that these ads and letters produce the most profit.

The reason is because sometimes certain sales pages produce a higher refund rate than other sales letters. So while your conversion rate may be slightly higher than a different sales letter, the refund rate may actually cancel out any profits.

The reason this sometimes happens is because a "hyped up" sales letter may raise expectations about the product too high. When the customers get the product, some of them feel let down. The end result: A higher than normal refund rate.

Sometimes the sales material isn't hyped up, but rather it misrepresents the product, or at least gives the customer the wrong expectations about the product. The end result is the same: A higher refund rate.

Sometimes the AdWords ad can trigger a higher refund rate. This is particularly true if the prospect reads the entire AdWords ad, but then just skims the product sales letter. He may misunderstand the product, and thus ask for a refund.

Sometimes certain ads simply produce lower-quality customers. These customers may be happy to buy your introductory \$10 product, but they don't have the budget and/or desire or willingness to invest in your \$100 or \$1000 backend

product. So while the refund rate may be low, the backend conversion rate is also low... thereby producing a low lifetime value per customer.

This might happen if your AdWords ads and keywords are centered around bargains, discounts, etc.

You may in effect be attracting low-dollar customers who won't buy your high-ticket backend products. However, you may be able to sell other low-dollar items to these customers.

Bottom line: Whenever possible, track your customers through the entire sales funnel. It's the only way to tell which campaigns are overall the most profitable.

2) Setup your Google conversion tracker.

Google provides a conversion tracker for your convenience.

All you need to get started is the ability to copy and paste a small bit of code into your web page. This code "cookies" your visitor and sends information back to the Conversion Tracker and displays this data for you.

For example, you can paste the code on your product's thank you (download) page.

Every time an AdWords visitor completes an action – in this case, makes a purchase and arrives at your download page – the tracker counts the sale and reports the data back to you in your AdWords account.

You can use this information to determine which of your keywords, ads, ad groups and campaigns perform the best.

To set up conversion tracking, log into your AdWords account and click on "Conversion Tracking", and then click on "Create an action".

Next, you'll be asked to name your action (something memorable for you), choose what type of action it is, and optionally choose how much revenue you'll receive per action (e.g., per sale).

Then you'll answer two questions about your website and (optionally) customize the tracker.

When you're done click on "Continue".

Next you'll be asked to copy the code that's displayed:

Add the tracking code to every page where a user reaches the action. [Insertion Tips](#)

1. Click in the box below to select all code, then copy your selection.

» Make sure to copy the code in its entirety. If you don't copy it all, conversions may not track correctly.

2. Paste the tracking code into the source code of your action page.

» Make sure to insert the code between the <body> and </body> tags. If you don't, conversions may not track correctly.

```
<!-- Google Code for Sample Sale Conversion Page -->
<script language="JavaScript"
type="text/javascript">
<!--
var google_conversion_id =
var google_conversion_language = "en_US";
var google_conversion_format = "1";
```

Highlight the code and use "Ctrl+C" to copy the code or just right click and click to "Copy" command.

And then your next step is to open up the source file of your web page and paste the code between the body tags as shown below.

Note: this code should be placed on your download page, thank you page, subscription confirmation page, or any other page the user sees AFTER he or she completes the desired action.

3) Optionally, you can use third-party tools to track and test.

The Google Conversion Tracker provides most of the information you need to track and test your AdWords campaigns. However, some people choose to use third-party tools to track and analyze their data.

One of the most popular tools is called an "split test script" or "A/B split test script." You can find several of these scripts (both free and paid) by searching in Google.

DEFINED: "A/B" or "Split Test" Script

An "A/B" or "split test" script allows you to track and test two versions of your sales letter to see which one is better. The script automates the process for you... and in some cases, it even statistically analyzes your data to see if there is a statistical difference.

The way most split testing scripts works is simple:

- 1) You create two different landing pages or sales pages (Page A and Page B). Since you're testing, there should only be one difference between the two pages. For example, only the headline should be different.
- 2) You load these two different pages onto your website.
- 3) Then you enter the links for Page A and Page B into your split test tracking script.
- 4) Finally, you start sending traffic to the page.

What the script does is randomly show Page A and Page B to your visitors. About half of your visitors will see Page A and half will see Page B.

The script tracks conversions, so you'll be able to determine which sales page created more sales for you.

4) Analyze the data.

Regardless of whether you're using Google's tools or outside tools, your next step is to drive traffic so that you have enough actions to analyze your data.

So when can you analyze the data?

Usually your data will be pretty reliable if you base it on about 30 to 50 actions.

An "action" is some specific event that you want to occur.

This may include a prospect who:

- Joins your newsletter list.
- Buys your product.
- Calls you.
- Uses a coupon.
- Faxes information to you.
- Emails you.
- ...and so on.

You define the action you want your prospects to complete when they land on your page.

Note: Just to emphasize: that's 30 to 50 "actions", NOT 30-50 visitors .

Now all you have to do is see which version of your ad or sales letter performed best. To ensure it's statistically reliable and significant, it's better to run the numbers through a stats program rather than just "eyeballing" the results.

Another Good Reason to Test and Track

One of the best reasons to test and track your marketing is because it puts more money in your pocket. When you tweak your ads, ad groups, and landing pages, you instantly add to your bottom line.

But there's another good reason to track and test: Namely, it helps you get JV (joint venture) partners and affiliates.

You see, potential affiliates like promoting "sure bets". Once you've used AdWords to quickly test your landing pages, you can give your potential affiliates real statistics. You can tell them how well your sales letter converts, and how much money they can expect to make.

Plenty of marketers approach potential partners without any stats at all. That means promoting the product is a gamble for the affiliate. By providing hard-core data, you eliminate the risk for affiliates – and make them eager to promote your proven product.

In our examples above, mainly we've looked at how to test and track elements of your landing pages.

However, you should also be tracking and testing your keywords and your ads.

Remember the **80/20 rule**:

Approximately 20% of your keywords will produce 80% of your results.

Indeed, this rule applies across other aspects of your campaign, as you'll find that 20% of your ads produce the bulk of your conversions, too.

As such, you should also be keeping a close eye on the data Google provides you in your AdWords account.

Drop your low-performing keywords and ads to avoid wasting money.

Take your average performing ads and tweak them to improve them.

Bottom line: You should be focusing most of your time, money, and effort on your best-performing keywords, ad groups, ads, and campaigns

Step 7: SAVE Time and Money with These Tools.

We've already touched on the most important part of managing your account:

Namely, keeping a close eye on your statistics so you know which keywords, ad groups, ads, campaigns, and landing pages deliver the best ROI (return on investment) for you.

The good news is that everything you've learned so far in this ebook can be applied immediately to help you make money with Google AdWords. However, the good news is that –

**Google provides you with other tools
to help you make your campaigns even MORE profitable.**

Let's look at some of these tools...

When you log into your AdWords account and click on "*Tools*" you should see the following page:

Optimize Your Ads

- [Campaign Optimizer](#) **New!**
Looking for ways to boost the performance of your ads? The Campaign Optimizer automatically creates a customized proposal for your campaign.
- [Keyword Tool](#)
Build a master list of new keywords for your ad groups and review detailed keyword performance statistics like advertiser competition and search volume.
- [Edit Campaign Negative Keywords](#)
Now you can manage your negative keywords--which help you reduce wasted clicks--at the campaign level.
- [Site and Category Exclusion](#) **New!**
Refine your Google Network targeting by preventing individual websites or categories of webpages from showing your ads.
- [IP Exclusion](#)
Refine your targeting by preventing specific Internet Protocol (IP) addresses from seeing your ads.
- [Traffic Estimator](#)
Thinking about trying a new keyword? Enter it here and see an estimate of how well it might perform.
- [Ad Creation Marketplace](#) **New!**
Find a specialist to help you create multi-media ads.

Analyze Your Ad Performance

- [Ads Diagnostic Tool](#)
Are your ads showing for a particular search? Find out here.
- [Disapproved Ads](#)
Find out which ads have been disapproved and why.
- [Conversion Tracking](#)
It's time to make your campaign more efficient and improve your ROI. Learn which ads are the best at helping you reach your goals.
- [My Change History](#)
Browse changes you've made to your account since January 1, 2006.

Optimize Your Website

- [Website Optimizer](#)
Experiment with different versions of a page on your website to discover the best content for boosting your business.

Manage Your Account Offline

- [Download AdWords Editor](#)
Our campaign management application enables you to make changes offline, then upload your revised campaigns. (Available in [certain languages](#).)

Google Tools help you make even more money!

Some of these tools you've likely already used as you set your account up, such as the *Keyword Tool*, *Traffic Estimator*, the tool that allows you to add negative keywords to your ad groups or campaigns, etc.

However, there are a few other tools worth noting that you may not have seen before...

Site and Category Exclusion: If you're running your ads on the Google Content network, you'll want to use this tool to prevent your ad from showing on certain sites. Here are a few reasons why you might exclude a site or category:

- If you run AdSense on your own sites, then you'll want to exclude your sites so that you're not paying for clicks generated on your own web pages.

- If you're trying to run a "low key" campaign (as the case might be if you're testing before a big launch), you may want to exclude your main competitors' sites so they don't see what your up to.
- You may exclude certain websites that you believe have poor quality traffic and thus will produce low conversion rates.
- You may exclude certain categories of websites that you believe will produce low-quality traffic visiting your site.
- You may exclude error pages from displaying your ads.
- You may exclude non-active ("parked") domains from displaying your ads.
- ... and so on.

IP Exclusion Tool: If you know the IP address of a particular visitor, you can prevent your ads from displaying for them. For example, if you've discovered that someone at a certain IP address clicks on your ads frequently but doesn't buy (or perhaps attempts fraud on your site), you can exclude them from seeing your ads.

Ads Diagnostic Tool: This tool allows you to find out if a particular keyword is triggering your ads. If not, Google tells you why not.

Ads Diagnostic Tool
Enter details below to diagnose your ad's behavior.

☒ Search
☐ Mobile search

Option 1: Search Terms and Parameters
Use this option if you're concerned about all ads within your account that should be appearing for a specific search term. For example, you could check your ad status for the phrase-matched keyword "Hawaiian cruises," targeted to California users.

Keyword:

Google domain: << ex: froogle.google.com, www.google.co.uk

Display language:

User location: ☒ Geographic:

☐ IP address: Format: xxx.xxx.xxx.xxx

Google's Ads Diagnostic Tool lets you know if a specific keyword is triggering your ad – and if not, it tells you why not.

Conclusion: Getting Traffic Starting Tonight

Congratulations!

You're now ready to apply everything you've discovered in ***The Beginner's Guide to Overnight Traffic™*** to start driving hordes of eager customers to your site.

Here's a quick recap of the "***Beginner Traffic S7™***" strategy:

- #1 – **SELECT** your keywords.
- #2 – **STRUCTURE** your account.
- #3 – **SEIZE** your prospects' attention with your ads.
- #4 – **SEND** your prospects to a compelling landing page.
- #5 – **SETUP** your campaigns.
- #6 – **SELL** more by testing and tracking.
- #7 – **SAVE** time and money with these tools.

That's right, you can literally set up a campaign right now (you have the knowledge), and –

Within a few hours you can start driving traffic to your site.

In doing so, you can quickly begin testing your sales letters, make money while you're sleeping this evening, build a prospect list... and build your golden customer list!

Grab Your \$50 Free Bonus

If you don't currently have a Google AdWords account, take out a couple minutes right now to create your account at:

<https://adwords.google.com/select/main?cmd=Login&sourceid=Yh91503>

Remember, the link above is for new accounts. If you don't see the reference at the above link to the \$50, then the offer may be over or you may be ineligible. *Please see the introduction of this ebook for more information.*

Next, I suggest that you start putting a list of keywords together. You can do that from your account, or you can start here:

<https://adwords.google.com/select/KeywordToolExternal>

Finally, if you have any questions you can visit the Google Learning Center located right here:

<http://www.google.com/adwords/learningcenter/text/index.html>

There you'll find information about a variety of basic account issues, such as how you're billed, how to manage an account for a client, and how to use the free Google Analytics tool to do further tracking and testing on your site.

But you needn't read that sort of information now.

Instead, **just follow the step-by-step outlined in this ebook...** and then email me to tell me how much money you're making with Google AdWords!

And so that just leaves this final step:

You taking action.

If you close this ebook right now and forget about it, everything you learned in these pages will be worthless. But if you take action – if you put aside a couple hours to create your first campaign – you'll soon see why ***The Beginner's Guide to Overnight Traffic™*** is worth a FORTUNE to you!

Go ahead and get started now... because every moment you're not taking action is like leaving a stack of money on your table!

Recommended Resources

- **FOR UNSTOPPABLE JV and AFFILIATE TRAFFIC**

Ask any of the Top Internet Marketers what their #1 source of traffic is and, (if they're honest with you) they'll give you an answer that might surprise you. THIS is essential for a successful firesale!

[Click Here](#) for more details.

- **ARE YOU WORKING TOO HARD?**

If you don't want to do it, don't know how to do it, or don't have time to do it – Outsource It!

[Click Here](#) for more details.