

“Quick-Start Guide To Google AdWords”

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Introduction

One of the fastest and best methods of generating highly qualified and targeted traffic is by using a pay-per-click service called Google AdWords.

In fact you can start receiving targeted visitors in as little as 10-15 minutes from creation of your account!

However it's not exactly an easy task for the beginner marketer to set up and monitor so this short guide is meant to help you out.

First you have to create an account if you don't have one yet – it's free and you can do so here: <https://adwords.google.com>

First off, you need a targeted list of keywords to bid on. For “Secret Affiliate Weapon” promotional purpose I've included some of the most relevant keywords I've dugged out from WordTracker in the table below:

<u>Affiliate Marketing</u>	<u>Make Money Online</u>
affiliate marketing affiliate marketing program Affiliate Marketing online affiliate marketing internet affiliate marketing affiliate marketing company affiliate marketing for beginners Website Affiliate Marketing affiliate marketing network what is affiliate marketing affiliate marketing software affiliate marketing associate program	make money online how to make money online make money online business make money online at home make money online from home make money online now Make Money Online make money online free ways to make money online earn cash make money online make money online and work from home make money online uk

“Quick-Start Guide To Google AdWords”

<p> affiliate marketing forum affiliate marketing mlm network my affiliate program affiliate marketing affiliate marketing associate program commission affiliate marketing consulting affiliate marketing system affiliate marketing multilevel program affiliate marketing sales site web ezine affiliate marketing affiliate marketing referral affiliate marketing partner program affiliate marketing services affiliate marketing help advertising affiliate marketing program affiliate marketing website Affiliate marketing using ads affiliate marketing online two tier affiliate marketing Supplements Affiliate Marketing affiliate marketing marketing online affiliate marketing niche program uk affiliate marketing program earn affiliate marketing best affiliate marketing program solutions for affiliate marketing Affiliate Marketing Industry affiliate marketing guide affiliate marketing tip online affiliate marketing program top affiliate marketing opportunity affiliate marketing programs affiliate marketing forums Learn Affiliate Marketing affiliate marketing ebook affiliate marketing press release make money with affiliate marketing affiliate marketing tools understanding affiliate marketing affiliate marketing program services Articles affiliate marketing affiliate marketing success stories supplement affiliate marketing affiliate marketing websites top affiliate marketing Critical success factors in Affiliate Marketing net affiliate marketing program Affiliate Marketing Opportunity Affiliate Marketing Newsletter Affiliate Marketing jobs affiliate marketing resource affiliate marketing tool affiliate marketing marketing program affiliate marketing templates Affiliate Marketing Definition </p>	<p> free make money online opportunities to make money online make money online for free make money online UK Ways to Make Money Online Make Money Online for Free ways for teens to make money online Free Make Money Online Make Money online college kids make money online best way to make money online make money online with affiliate program business home make money online make money online gold rush college make money online ways easy ways to make money online great make money online ways Ways for Teens to Make Money Online Teens Make Money Online make money online opportunity make money online home based business make money online and work at home best business make money online opportunity make money online Canada fast make money online quickly internet business make money online make money online with your own web site make money online Australia make money online USA business internet make money online Affiliate Make Money Online Program Ways make money online promotion site web free ways to make money online make money online fast learn how to make money online affiliate internet make money online program canadian make money online make money online easy make money online canada home make money online working way to make money online easy make money online make money online commission How To Make MONEY Online best ways to make money online join free make money online legitimate make money online ways make money online on the net make money online today easy make money online work from home make money online make money online quick Make money online make money online earn idea make money online How To Make Money Online </p>
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“Quick-Start Guide To Google AdWords”

affiliate marketing directory affiliate marketing secrets Definition of Affiliate Marketing affiliate marketing seminars big money affiliate marketing affiliate marketing tips affiliate marketing definition affiliate affiliate marketing affiliate marketing business plan niche affiliate marketing program affiliate marketing ideas affiliate marketing tips google successful affiliate marketing for merchants step by step affiliate marketing	home make money online work home make money online work at home no scam make money online make money online typing best home make money online opportunity easy way to make money online info make money online anyone can make money online Opportunities to Make Money Online make money online auto pilot MAKE MONEY ONLINE legitimate ways to make money online extra make money online opportunity to make money online best way to make money online legit make money online with all new affiliate program cash earn make money online easiest way to make money online make money online work at home make money online right now make money online web great ways to make money online ethical ways to make money online really make money online easiest make money online way make money online program easily make money online fast make money online make money online best ways earn make money online easiest make money online ways make money online jobs kid make money online how can i make money online make money online business make money online with your home pc How to make money online make money online get paid by check business internet make money online internet business make money online from home make money online working
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Note: AdWords’ policy has changed such that you can’t advertise an affiliate link direct to the merchant site, meaning you need to create a landing page first. Use this free Google AdWord landing page creator it does the job well enough even if you don’t know HTML:
<http://www.landingpagebuilder.com>

In order to maximize targeting, you must group your keywords together by similarity and create unique ads for each group.

Let’s break this down with a case study.

Imagine for a moment that you’ve chosen “web design” as your affiliate program to promote and plan on targeting newbies. You’ve generated a list of phrases the average neophyte designer might type into the search engines, such as:

Easy web page design
Easy web page creation
Learn to create web site
Simple HTML tutorial
Create easy web page
Create web site

How would you divide these phrases? We would divide them this way:

Ad Group 1: All keywords containing **easy, design and web page**

Ad Group 2: All keywords containing **easy, design and web site**

Ad Group 3: All keywords containing **create and web page**

Ad Group 4: All keywords containing **create and web site**

We would continue this process with all permutations where the searcher’s intent hinges on key adjectives, verbs and nouns (web page vs. web site, for example). Why do things this way? Is it really that important?

In a word, yes.

Although it may not be as obvious in the example above, it is important to create separate Ad Groups and separate *ad copy* for the different ways that searchers phrase their requests.

It doesn’t matter if any given terms seem to be saying the same thing, albeit in a different way. Your copy needs to match as closely as possible to what the prospect searched for. The reasons for this are manifold. One primary reason is psychological.

People are simply more likely to click on an ad with words matching their search query. In fact, Google highlights any matching keywords in your ad title in **bold**, which further draws the prospect’s attention.

Secondly, when you have a large arsenal of keywords at your disposal, you do *not* want to dump all of them into one Ad Group or trigger only one ad for the lot of them.

Otherwise, you’ll be left with a large amount of unorganized data to wade through when you check your campaign for click through rates and overall spend.

Adwords Guidelines and Tips

What's your daily budget and how much can you afford to spend?

1. *Pull together what you think are your most highly targeted keywords.*
2. *Use a spreadsheet or pen and paper to record the estimated traffic and cost per click of each keyword.*
3. *Multiply cost per click by estimated traffic*

This will give you a general idea of the overall costs for your campaign, as well as what you can afford to spend per day on each Ad Group.

Most experts recommend setting your daily budget as low as possible to start off. However, there is one factor you need to check in order maximize your traffic:

How much does it cost per day to have your ad displayed every time someone searches on your keyword?

This is important because Google implements a rotating display process based on your budget. If you set your daily spend too low, your ad will not be displayed for every search, and you won't receive the amount of impressions you expected.

Let's say you have a keyword that receives approximately 100 searches per day, representing a *potential* 100 clicks per day on your ad.

If your minimum bid on the keyword is .05 cents per click, then your daily spend limit should be set to *at least* .05X100, or \$5 per day.

Secondary Impressions and CTR

Google monitors the ratio of your ad impressions versus your ad click through and calculates what is known as the **Click Through Rate**, or CTR.

If your CTR drops too low, Google will suspend your ad campaign and may disable your keywords, preventing you from bidding on them in the future.

The easiest way to avoid this is to *turn off* content matching for each campaign.

Content matching is different from search impressions. A search impression occurs when a user types in a query into Google. A content match occurs on any one of hundreds of AdSense partner sites where your ad is triggered contextually due to matching keywords within the content on a partner site.

For most advertisers, this amounts to hundreds of wasted impressions and negatively impacts on CTR. So, turn off content matching and focus only on real search results based on real queries by real prospects.

A Behind the Scenes Look at An AdWords Creation

Step A:

Step 1 of 3: Choose your language and location targeting.

Start tailoring your ads to your target customers. What languages do they speak? Where are they located?

a. Languages

All Languages
English
Chinese (simplified)
Chinese (traditional)
Danish
Dutch
Finnish
French
German
Italian
Japanese

Hold down the control or command key to select multiple languages.

b. Location targeting options [?]

Select your targeting option. The option you choose will apply to all ad different targeting options as needed.) [?]

Option
<input checked="" type="radio"/> Global or nationwide Your ads will appear to searchers anywhere in the country or countries you select.
<input type="radio"/> Regions and cities Your ads will only appear to searchers located in the regional areas/cities you choose. (Only available in some countries.)
<input type="radio"/> Customized Your ads will only appear to searchers who are within a specified distance from the location you choose.

Save & Continue >>

Step B:

Step 1b: Choose your countries.

In which countries would you like to show your ads?
Highlight your desired countries in the left box, then click 'Add'. You may add as many countries as you like. Your ads will appear to searchers located anywhere in the country or countries you select.

All Countries:
United States
United Kingdom
Canada
Germany
Japan

Add >

< Remove

Selected Countries
United States
Canada

Save & Continue >>

“Quick-Start Guide To Google AdWords”

Step C:

A: Create ads.

[Create a Web Site Easily](#)
Learn the most effective design tactics for newbies today.
www.mysite.com

Enter text below to see your ad here.

Headline: Max 25 characters

Description line 1: Max 35 characters

Description line 2: Max 35 characters

Display URL: Max 35 characters

Destination URL: Max 1024 characters

Links to your opt-in page

Step D:

Choose keywords.

Choose keywords that will trigger the ad(s) in this Ad Group.

Tips for a good keyword list:

- ◆ Start with words that closely relate to your product and ad text.
- ◆ Add synonyms. Use the [Keyword Tool](#) for ideas.
- ◆ Add plurals and misspellings.
- ◆ Fine-tune list using keyword matching options. [\[more info\]](#)

Enter one keyword or phrase per line:

“Quick-Start Guide To Google AdWords”

Step E:

Choose currency and maximum cost-per-click

USD \$

Traffic Estimator *					
Keyword	Clicks / Day	Average Cost-Per-Click	Cost / Day	Average Position 	
"create web site easily"	< 0.1	\$0.05	\$0.00	1.0	find alternatives / delete
[easy web sites]	< 0.1	\$0.05	\$0.00	1.0	find alternatives / delete
Overall	< 0.1	\$0.05	\$0.00	1.0	

[Change Keywords](#)

Adwords Do's and Don'ts

Do:

- Organize keywords into logical groups based on similarity
- Calculate all costs and set a reasonable daily spend to ensure your ad receives maximum exposure
- Use utilize Google's online faq'a and other help documents if needed. Take a test run through the “sign up demo”.

Don't:

- Use content matching. It will negatively impact your CTR
- Don't forget to check your ads for spelling and punctuation. Avoid calls to action like “click here now”. Any of these will cause your ad to be disabled and require editing before your campaign can continue.

Hope you've found this guide useful...

To Your Affiliate Success!

Ewen Chia