

The Google Adwords Roadmap



Your Step-By-Step Guide to Google Adwords Domination

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Contents:

Introduction) – **Who is Simon Cad?**

Chapter 1) - **Beating the Wild World of Google Adwords**

Chapter 2) - **Adwords Campaign Keyword Research**

Chapter 3) - **Split Testing your Adwords Ads and Campaigns**

Chapter 4) – **Lowering minimum bids, paying less than your competitors.**

Chapter 5) - **Critical mistakes of most Adwords advertisers**

Chapter 6) - **7 Methods To Kick Your AdWords Revenue into overdrive**

Chapter 7) - **Summary**

Introduction) - Who is Simon Cad?



Simon Cad

My name is Simon Cad, from Surrey, UK. I love it here, although as you can imagine it's pretty damn rainy in these parts!

Allow me to briefly share my story with you, so that you can identify me as a real-person, rather my information merely appearing as text from some "marketing guy" flashing up on your computer screen.

I have been marketing online for over 4 years, and have sold hundreds of information products the Internet marketing niche. I graduated from my degree at Southampton University, however throughout my study I was always certain that Internet marketing was my real passion – nothing feels better than making money while you are sleeping - or hanging out with friends and family!

My guess is that you have probably seen various other reports, met many so called internet marketing experts, and belong on other people's email lists... and you're sick of it right? ...

I know I am!

However whatever you do, please do not discard this information along with the rest of your digital library – it will certainly be worth your while to **take action** on what you are about to discover.

I really believe this will be the beginning of a brand new journey for you... as long as you take advantage of having this information in your possession.

Chapter 1) - Beating the Wild World of Google Adwords

Does working a couple hours a day at home on your computer and making thousands a month sound appealing to you? Well, there are people who are doing just that by using Google Adwords and loving it. They have more time to do the things they really enjoy in life. What they all learned is to work smarter, not harder.

What is Google Adwords? Whenever you conduct a search using Google you will see a list of search results. These are displayed for free. In addition, you will see Sponsored Links displayed at the right of the search results and sometimes displayed at the top of the results. These are paid advertisements. The Adword advertisements are pay-per-click which means the person advertising pays Google every time someone clicks on their advertisement.

People are using Google Adwords, a Pay-Per-Click program, to market their own website and products. In addition, many people are also using it even if they do not own a website. They use it to promote and market affiliate programs. The benefit to using Adwords is that you can get instant traffic to your site.

Following are (5) steps to starting a successful Google Adwords campaign.

Step 1- Gain Basic Knowledge

Before you attempt to start making money with Adwords you first need to educate yourself. You need to understand how Adwords and pay-per-clicks work. Google has an informative site that provides demos and guides to learn the basics of how it works on their webpage. There are also numerous ebooks on the topic. However, make sure that the authors are credible, experienced, and professional experts. These experts share a wealth of information, tips and strategies.

Step 2 - Open a Google Adwords Account

After you understand how Google works then you are ready to open a Google Adword account. Google has minimal costs to get started. Google will take you through several steps in setting up your account.

Step 3- Write a Creative Text Ad

You will need to create your ad. The purpose of the ad is to get as many people to click on it as possible. You want to stand out from the rest. Before writing your ad, study your competitor's ads. Then write several different

creative text ads and test each one to see which one has the highest click thru rate.

Step 4- The Keyword List

The keyword list is crucial. The right list can be the difference between success and failure so you will want to build the most efficient and focused keyword list. The more focused your keywords are the more targeted and interested the visitors who click on your ads will be resulting in more purchases. However, the more general your keyword list is the more visitors not interested in what you are selling and this can easily and quickly use up your advertising budget.

Step 5- Setting Your Budget

Google will ask you what is the maximum you would like to spend; on average per day and what is the maximum you are willing to pay each time someone clicks on your ad. Set your maximum budget at an affordable and comfortable level and never spend more than your visitor is worth.

These are the five basic steps to get you starting towards Google Adword success. As you practice and gain experience with Adwords, you will keep improving your campaigns performance. And as you performance improves you will get more targeted visitors that will result in more sales.

I hope you enjoyed this introductory part of the eCourse; some of the ideas we have listed above are pretty basic so consider them a refresher course in good basic Adwords techniques that will hold you in good stead later down the line. If you don't have the basics down you will never profit from moving on to the more advanced techniques.

You will receive part 2 of the Google Adwords Roadmap very soon, where I will be revealing how to conduct correct keyword research for the foundations of a successful Adwords campaign.

Everything listed above were incredibly simple for you to read, but actually implementing it within your business is quite another story. Ask yourself right now if you have really been following these essential Adwords basics you have just read about?

Chapter 2) - Adwords Campaign Keyword Research

I hope you have been thinking about the first few ideas you were presented in the first chapter.

When you embark on your first PPC journey, in my personal opinion and experience - you need to keep a small number of keywords at first. Keyword lists that are thousands of words long should be left to the more experienced

PPC marketer. Ideally, a beginner should use around 100-targeted keywords, anything more will probably prove too cumbersome for you to manipulate. If you can't harness the power of large keyword campaigns, they will suck your bank accounts dry. There are some very simple free techniques that you can use to find targeted keywords with low competition. One process of finding low competition niche keywords utilizes Google and excel. More specifically you want to use Google's keyword tool, just type this into Google, and it will appear in the search results.

Upon landing on the main Google keyword tool page, you will find a white box (field) where you want to enter your particular keyword(s). Enter one keyword for now to get an idea of how this works, and press enter. After pressing enter, you will be directed to a page of keywords that will be closely related to the keyword that you entered. For the purposes of what we want to do, you will need to scroll to the middle of the page where the text Add all 150 is highlighted in blue bold text. Below these words you will see the words download all keywords with text,.csv (for excel) and .csv. You want to click on .csv (for excel). By doing this, you will export this data into an excel spreadsheet. The data, which only appears as green bars on the main Google page, will be transformed into numeric data that has much more value for you.

Once the data is in the excel spreadsheet, you can begin some simple analysis on it that will benefit your PPC campaign a great deal. In the excel spreadsheet, there are going to be columns of data, A-D. The columns are going to be, from A-D, Keywords, Advertiser competition, the previous month's search volume, and the average search volume. The two columns we are interested in are the advertiser competition and the Average search volume. What we want to do is merge the data from these two columns to give us a number that we can work with. So what we need to do is take a generalized average of these two to get a number, which we will compare, to a predetermined benchmark. Sounds a little odd, let me explain a bit more completely, and hopefully you will understand. All of these numbers are in decimals on a scale ranging from .00 to 1. The higher the number, the more competition there is (as expressed by the advertiser competition numbers) and the higher the search volume (as expressed by the average search volume). Ideally, we want low competition with a decent search volume to target lower cost high converting keywords. So, to find these keywords we use a general benchmark number that will determine their competition and volume level. If the keywords exceed the benchmark, we leave them be, if they hit right around the benchmark, or fall below it, we want to capture them and include them in our PPC campaign.

To get our figures, which we are going to compare to a predetermined benchmark, we are going to take an average of the advertiser competition column and the average search volume column. We want to do this for all the keywords that have been exported to the excel file. And the way we do this is by typing in a simple command in excel and copying the command down throughout the related boxes. So to start, we find box E2 that should be blank, this is the first box to the right of the first value in the avg. search volume box. So, within this blank box you want to type=average(D2,B2). This will

automatically give you an average of those two numbers in this E column row when you close that last). Now, to get all the averages for every keyword you simply want to click on the box (E2) and pull down on the box while you hold in right click. The boxes should fill in with colour when you drag down to the last box (nothing will be in them yet). Then, when you have filled in the boxes with colour up to the last box you want to lift your finger off the right click. When you do this all the averages will appear in the boxes. You basically just copied the function down through the boxes. So now we have all these averages. What do we do with them, what do they tell us?

Well, a good benchmark average is around .50. This will give us a reasonable competition level with good search volume. So we compare these averages to anything that falls around .50 and below. Anything that goes above .60 we want to avoid starting out with, because it will probably be too expensive to bid on. So now compare all the averages in column E to the predetermined benchmark of .50. Whatever falls below .50 or .55 (to possibly get some more data) we want to keep. Take all the keywords that meet these criteria and copy them into a notepad .txt file. (There are faster ways to do this but they take some learning of excel functions that you may not know yet.)

So now we want to take these keywords that fell below or right around the benchmark and plug these back into the Google keyword tool and hit enter. Now go back through the entire process that we just did to get the keywords we just plugged into the Google keyword tool. You are going to want to take the average again of the two columns mentioned above, then get all the averages of all the keywords by dragging the first box down, and then compare again to a benchmark of .50 or .55. But now, because we found some more targeted keywords to work with (as a result of the first exporting of data to excel, and taking the averages to compare against the benchmark) we should have more keywords that hit right around the benchmark and below it. This is because we are working with more targeted and hopefully lower competition keywords. We are finding yet more targeted keywords related to the first set we found. This should produce a larger list of keywords that meet our benchmark. So now we can take the words that meet the benchmark here, and we can use these in our targeted PPC campaign. You will want to sort through this list of course, and make sure the keywords are well suited for the particular items that you are selling. This method will get you headed in the right direction for your PPC campaign.

Chapter 3) - Lowering minimum bids, paying less than your competitors.

Why does Google Adwords Want \$10 Minimum Bid? This is a question I hear all of the time. You've spent time and money researching a market, more time and money putting a website together for that market and you are ready to go live. You decide to give Adwords a shot because you've heard so many great things about it. You sign up and begin creating your account, getting excited

with anticipation off all that high quality traffic you're about to get. You put in the keywords and Boom! Google Adwords gives you this message "Increase quality or bid to \$10.00 to activate" What is going on here! What a scam. The thing about Google is they reward relevancy and penalizes that are irrelevant. Who decides what's relevant and what's not? Google is based on its algorithm from Google Bot. I have used \$10 minimum bid as an example, it could be \$5 or a \$1 minimum bid. Your minimum bid should be cents not dollars. How do you make Google Bot your friend? Make your website relevant in Google's eyes. This is done by a 3-pronged attack. First make sure your ad groups are "themed" around 1 keyword with variations.

For instance adgroup name -

Discount Laptops

Keywords:

Discount laptops

Cheap laptops

Affordable laptops

Really cheap laptops

By doing this, your account is organized into a tightly knit group of keywords that makes it easy for you to write ads for. When you write your ad Google loves it when you use the keywords in your ad and so do searchers. This is an essential step in lowering your minimum bids.

Cheap Laptops

Discount laptops to fit

your budget. Free shipping

<http://www.example.com/>

Google will consider this ad highly relevant to your ad group's keywords. Google will also bold any keyword within your ad that has the searcher had typed. This is much more likely to catch your prospect's eye. In the above example if a searcher typed the keywords 'cheap laptops' all instances of the words cheap and laptops in your ad would appear in bold.

Using the keywords on your landing page

Google and searchers love this also because you are focusing your landing page around the keywords that have been searched both Google Bot and the searcher will consider this very relevant, provided your supporting content stays on topic. This technique will increase your Quality Score, which in turn will lower your minimum bids.

Lets recap the three-pronged attack for lowering your minimum bids.

1. Tightly "themed" ad groups
2. Keywords in ad
3. Keywords used on landing page

I hope all of this information has given you some great pointers on how to conduct proper keyword research. The key to success with Google Adwords isn't always knowing everything. As a matter of fact, you could know every single trick in the book and still not earn a dime online. It is the DOING that brings the profits in your business.

Are you doing what you read above?

Within the next chapter, you will be learning how to split test your Adwords campaigns and ads.

Chapter 4) - Split Testing your Adwords Ads and Campaigns

By now you should have learned dozens of new Adwords strategies to building your business and increasing your profits.

I am now going to be covering how you can split test your Adwords ads and campaigns to tune your Adwords account to save tons of cash, and get a higher ad ranking than your competitors to kick your profits into over-drive.

I'm not sure why, but many Adwords advertisers become obsessed with finding the best keywords and totally neglect other factors in creating a profitable search engine advertising campaign. Often they install so complicated a keyword empire that they can't psychologically manage any other changes and leave their campaign running in such a way that it costs them way more than necessary. Don't let this happen to you! Keep your advertising costs down and your momentum moving toward profitability by following these guidelines for prudent, manageable testing.

1. Compile a small collection of keywords (key phrases, probably) to test for each grouping of ads - let's say, up to ten. Likewise, before getting started, stockpile a number of different ads to test against each other - let's say, three to eight ads.
2. Set up the campaign with two or three ads tested against each other for each set of keywords. Google lets you do this automatically. Simply create additional text ads and they'll rotate them for you until you say otherwise. Google also shows you the click-through rate, cost per click and number of clicks for each ad.
3. You don't usually need your ads to show up on top, so put in a bid per click that according to Google's keyword traffic estimator puts you at about the #7 position - showing on the first page of results, but not at the top. Set your maximum spend per day rather high, however, which according to the experts

tests better than the opposite.

4. When you have at least 100 clicks on your best performing ad, delete the poorest performing ad and insert another ad to test in its place. Keep testing three ads in rotation until you have a clear winner.

5. Then, when you've arrived at a better performing ad, begin fiddling with and adding and deleting keywords to your heart's content.

6. Whenever you're stuck on what else to do about your keywords, test other elements, always just one change at a time. For instance, try turning "content ads" on and off, changing your maximum bid, modifying your ad copy by changing a word at a time, reversing the order of words or lines, and so on.

While this advice may differ a bit from the mathematically correct procedures of testing, it's easy for a novice to implement. Search engine advertising conveniently allows you to watch your results and adjust each campaign for optimal performance, so long as you have a system of testing that doesn't let you feel overwhelmed.

Chapter 5) - Critical mistakes of most Adwords advertisers

You have heard or maybe experienced the Adwords horror stories. Mistakes can be quite costly with Google Adwords. Let's take a look at the most common newbie Adwords mistakes and how they can be avoided.

- 1) Poor landing page
- 2) Turning on the Content Network
- 3) Daily budget too high
- 4) Grouping Keywords
- 5) Bidding too low

Poor Landing Page

A decent landing page is also a key factor in sales conversions. There are many different styles of pages, and going into great detail what makes a good landing page would be a full article itself but basically, organized layout,

proper use of graphics, getting your message across clearly & no frames are the main components to a quality landing page. When using Adwords, Google really takes the content of your site as a main factor, whatever keywords you are advertising, you should try to have on your page. Not only will the searcher identify this as relevant information, but Google will also reward you with a better quality score which can mean higher rankings, cheaper minimum bids and they can shave the cost of the clicks down from what you have bid. Google rewards relevancy and Adwords is no exception.

Turning on the Content Network

The content network is plagued with click fraud and poor quality traffic. When I started with Adwords I didn't realize this and left the content network on and lost money. That being said, once you have a handle on Adwords you can use the content network just make sure to bid very low. Personally I don't bid over 0.06 cents a click. Some people claim that they profit higher and get better sales conversions from the content network than they do with the search network. I have never experienced this myself.

Daily Budget Too High

Putting the daily budget up higher than the recommended amount used to be recommended by top marketers to increase traffic. Recently Google has increased the impressions on campaigns that use this technique. The problem is that the increase is on keywords broad match phrases that aren't targeted very well which leads to a huge spike in conversions and a poor CTR. This will hurt your Quality score and can really hinder your campaign's performance. Another reason you want to be careful when raising your daily budget high is sometimes marketers forget that they have done so.

They might not check their account for a couple of days and when they do they end up blowing through a lot of money.

Grouping Keywords

When creating your ad groups you want to use similar keywords in each ad group with at least one keyword the same.

e.g. ad group - electric guitars, keywords:

electric guitars

cheap electric guitars

vintage electric guitars

The root keyword in the above example is electric guitars and this phrase should be in every keyword you would use in this group. The root keyword should also be used in your ad:

Cheap Electric Guitars

Save huge on electric guitars

Huge selection & Free shipping

<http://example.com/guitarstore>

Grouping your ads properly will help you tailor your ad and landing page to your targeted keywords and will help Google serve your ads on the keywords you want.

Bidding Too Low

Bidding too low can leave you buried at the bottom of the pack getting little exposure. When you do have a visitor interested in your products, they will typically keep searching after they have left your website and compare you to your competitors. If they have forgotten the name of your website (they usually do) They will most likely do another search to find you again, if you are not on the first page they may not dig to the other pages for you even if they found you on the 3rd page originally, they may not be willing to do it again people get tired of comparing prices and searching after a while and burying yourself may save you money in bids but can also cost you a lot in sales.

This covers some of the major mistakes and I sincerely hope this saves you from losing money.

Chapter 6) - 7 Methods To Kick Your AdWords Revenue into overdrive

Making money online is the goal of every entrepreneur, and one of the most effective ways of generating revenue online is to use Google Adwords. But, to make the most of what Adwords offers, you must have a firm grasp on how to run an effective Adwords campaign.

Your first step is to look back over all of the tips and tricks I have shared with you already, and really digest all the vital information that you now have access to.

Here is a brief 7-step recap of what you have learned, and how it will help you increase your Google Adwords revenue:

1. Once you have a thorough understanding of Adwords, consider how much you want to invest initially to bid on keywords. Set a budget that you are comfortable with, and stick to it. Once you drive more traffic to your Web site and, in return, make larger profits, you may want to increase your budget. For now, however, only bid what you can comfortably afford to pay.
2. Know how to use keywords to maximize your investment. Your main keyword or keyword phrase should be in the headline of your ad, in the ad itself, and in the content on your Web site.
3. Your ad must be innovative and grab the attention of your prospective customers. Illustrate to your prospective customers WHY they should click on the link and visit your Web site. Remember, the objective is for prospective customers to click on your ad.
4. Your Web site must contain information that is valuable to your target market. Once prospective customers click on the link to your Web site, they want to find information that they need and can use. By providing unique and compelling content, you'll give prospective customers to both sign up for your list and visit your Web site again and again (provided that you add fresh content on a regular basis).
5. Always keep track of the competition. You must know what your competitors are doing, so you can ensure you're doing enough to get ahead - and stay ahead - of them.

6. Use a variation of keywords, including commonly misspelled words. By using a variety of keywords, you'll reach a larger audience.

7. Avoid using negative or inactive keywords. If a keyword isn't getting many hits, stop using it. Likewise, avoid using negative keywords. All of your keywords should be directly related to your target market.

Chapter 7) – Summary

If you follow my advice from chapter 1 onwards, you should see an increase in traffic to your website that will, hopefully, increase your overall profits. Remember, you should only bid as much as you can comfortably afford.

What you have discovered is only the tip of the iceberg when it comes to successful marketing online. By visiting my blog you will instantly have a wealth of ultra-valuable Internet marketing information to use at your disposal completely – even better they are presented by me! ☺ - <http://www.SimonCad.com>

I sincerely hope you enjoyed this information and be sure to take action. All the sure-fire techniques you have discovered in this report should transform you into a much smarter PPC advertiser. This will undoubtedly give you a huge advantage over the vast majority of your competition.



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