

SAMPLE

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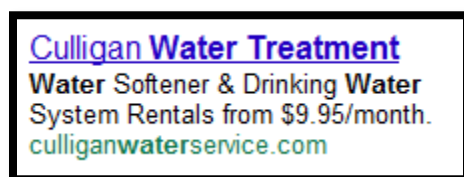
The current trend of online advertising is kind of amazing. Think about it. You can create an account, write an ad, and post it on the first page of Google's search results in less than 10 minutes. In just a few minutes you can be seen by thousands of people around the globe.

And if your PPC ad doesn't work out, it takes even less time to turn it off or tweak it and try again. That's what makes PPC advertising so magical – its flexibility and real time data flow. Gone are the days of investing thousands of dollars into an ad that may not even work. Gone are the days of targeting everyone because it's too expensive to target just a handful of people in your niche.

PPC advertising stands for Pay Per Click and essentially it works by allowing you to create an ad and choose specific search terms from Google to match it. When someone searches for that search term, your ad will show up depending on how much you bid for it. Here's an example.

Let's say you just built a website about water treatment in Indianapolis. You tweak and adjust your landing page and then go to Google AdWords to create a new campaign.

In a few minutes you create a simple ad that looks like this:



The ad contains four lines of text. The first line is the headline and will be underlined like a standard hyperlink. It can contain up to 25 characters. The next two lines are a text description with 35 characters in each line. The fourth line is your URL or landing page where they will visit.

Once you've created your ad, you will choose specific search terms for which your ad can appear. Here's an example for "Indianapolis water treatment":

[Water Softeners](#)
Indianapolis Water Softener, Water
Filters, Reverse Osmosis, \$35 OFF
Indianapolis, IN
www.cooperswaterconditioning.com

As you can see, there are multiple ads on the right side of the search page for a variety of brands. Each of those advertisers bids a certain amount of money for that keyword. The higher their bid, the higher they appear on the page.

However, you don't pay a dime until someone clicks on your ad and visits your site. That's the best part about PPC advertising. You only pay for what you use. If no one ever clicks your ad, you never pay that bid price. There are a lot of factors to consider, however. For one, if your click thru rate is too low, your quality score will go down and it will cost more money to appear higher in the listings. For another, just because your click thru rate is good doesn't mean your ads will actually convert. Conversions are vital to the success of your website – without conversions you'll never make back the money you spend on the advertising.

But, we'll get to those details in a minute. For now, the important thing to know is that PPC advertising is fast. You can get data almost immediately from multiple sources and it doesn't take any time at all. It just requires a good amount of plotting and planning on your part and of course a LOT of testing to make sure nothing gets lost in the shuffle.

How You Make Money

With PPC advertising, the profit isn't in the ads themselves. That's where so many people go wrong. They think that a high click thru rate or a high quality score are signs of success. But, really, the only way to measure success in PPC advertising is through actual profit. How much money do you make and how successful is your campaign? If you can pull off a higher

conversion rate on your site and get lower bids for your keywords, you'll make a profit and that means good things for your business.

Everyone goes about seeking success in different ways. Some people spend hours and hours each day split testing keywords, checking for ways to boost quality score and increase their overall return on investment. Other people invest hundreds of dollars to blanket their local niche with possible search terms and create a massive network of potential profit. That's only useful if you have thousands of dollars to spend on PPC advertising.

Most of us don't have that kind of money and even if we did, we want to spend it more intelligently than just throwing it at the nearest problem – in this case PPC advertising.

How Are We Going to Use PPC?

So, what does all of this mean for you and your PPC campaigns to come? Shortly, I'm going to show you how this simple process can be leveraged to increase your click thru rate, lower your keyword bids and boost your return on investment through dynamic keyword insertion.

Google AdWords can be either incredibly simple or incredibly complicate depending on the shortcuts and tools at your disposal. If you try to setup a fresh AdWords campaign today without the right tools, you'll fall into the latter camp, but with the tools I'm about to show you, things will be a whole lot easier and you'll benefit from it in many ways.

So keep reading, because not only will Google AdWords turn your website into a money making machine; you're about to learn what it takes to convert like crazy with simple dynamic keyword insertion tactics.

The Benefits of Paid Traffic

Before we go any further, why do we want to pay for traffic in the first place? After all, Google search results are essentially free. With the right optimization and enough content on your website, you'll reach the top page of Google eventually and make a lot of money off of free clicks.

The phrase of note there is "time". It takes a very long time to reach the top page of Google, even for low competition keywords and you can't always control all of the keywords you show up for. It's a bit of a gamble. For those that want to control exactly how often they show up in Google and who sees their website, PPC advertising is ideal because it allows you to tweak and adjust your positioning in Google in real time.

It doesn't get any simpler than that. But, a lot of people don't plan their paid advertising campaigns carefully enough. They throw up a few ads and start getting traffic, and everything is good until the bill comes. But, then what? You got 250 hits last week, but what do you have to show for it?

Paid traffic is useful because you can control so many aspects of the process. Here's an example.

Jim's Candy Shop

Let's say Jim owns a candy shop. Jim wants to get more customers into his shop so he starts a flyer campaign. He hires a few local teens to hand out flyers to people on the street. The flyers say "Come Visit Jim's Candy Shop".

After three days of handing out flyers, Jim sees a 5% increase in sales. Unfortunately, the flyers and the teens who handed the flyers out cost him about 6% of that week's sales. He lost money on his campaign and there's no way to find out what he did wrong.

Sally's Flower Shop

Across the street, Sally decides she wants to try the same thing, hiring local teens to hand out flyers for her flower shop. But, instead of just printing 1,000 flyers and grabbing random kids off the street, she devises a plan.

She prints 3 different flyers and hands only one type of flyer to each teen she hires. She then places a coupon on each flyer for 10% off the next order. This allows her to know exactly which flyer brings each new customer into her shop.

After three days of handing out flyers, she also sees a 5% boost in sales and she also spent 6% on the flyer campaign, so on the surface she doesn't appear any better off than Jim. But, that's not the case. Sally has data and she can now use that data to determine what tweaks she should make to her campaign.

Not only can she count how many coupons were brought in from each type of flyer, she can determine which teenager she hired did the best job of preselling the flower show when handing out flyers. Now she can revise her system and do it again next week, this time with more focus on the flyers and teens that produced better results.

What This Means for PPC

PPC advertising can be done either Jim's way or Sally's way. If you do it Jim's way and just toss a few ads on Google or Yahoo! with random keywords, you may or may not make any money, but regardless of your results, you have no idea what you did right or wrong.

If you do it Sally's way, however, you have a plethora of data to work with. By creating Ad Groups, split testing ad copy, and constantly revising which keywords you bid on, you'll not only

increase your conversions, you'll get a better idea which terms and approaches work with your ideal customer. That data can be used not only in your PPC campaign, but to improve your landing page.

There are people out there who use PPC advertising solely to research their prospects and improve their landing pages. We're going to use it to make some money, but that doesn't mean you can't make things better while you're at it.

Never forget the value of raw data when building and promoting a website. The more data you have and the better you put it to use, the faster your business will grow and the more money you will make. PPC advertising helps with that in many ways.