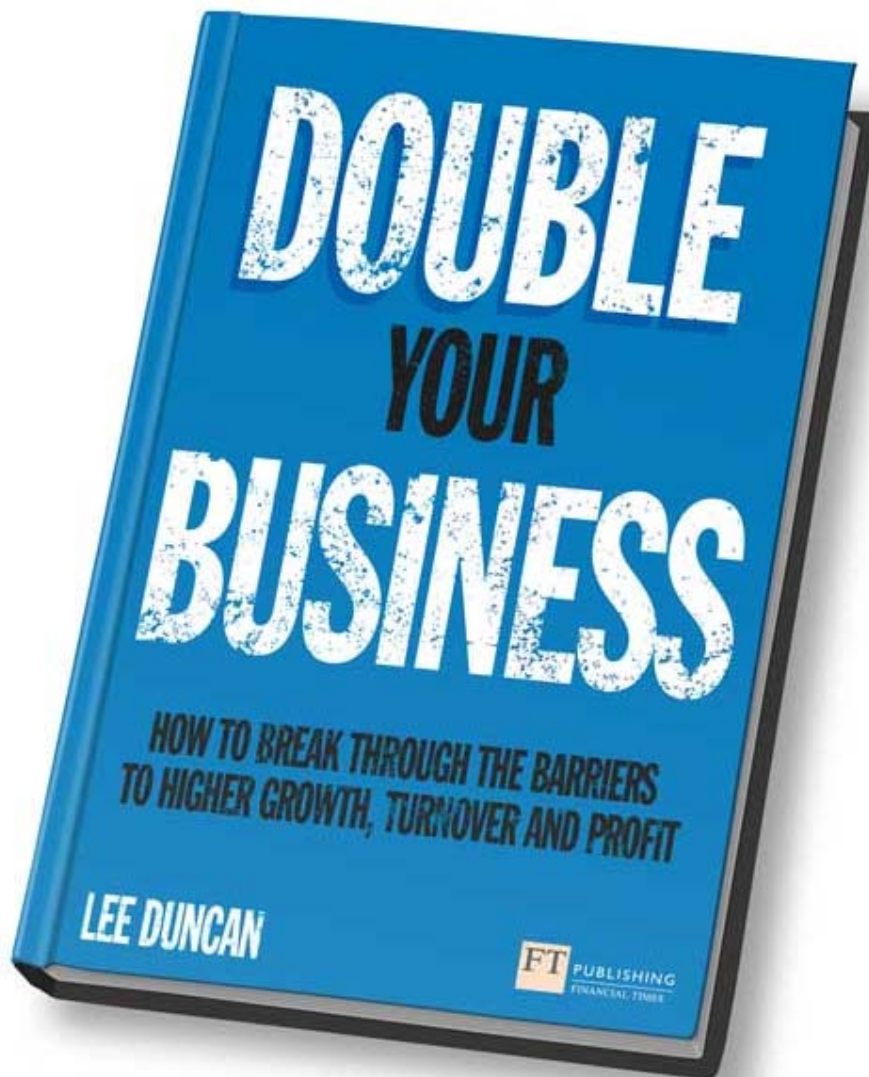


Pay Per Click Secrets

7 Factors to increase the leads you generate from Pay Per Click advertising with Google Adwords. Exclusively for readers of Double Your Business.



A free guide for readers of *Double Your Business*

By Lee Duncan

www.Double-Your-Business.com

Introduction

This guide is specifically about Google Adwords, the most important and valuable Pay Per Click system available to small businesses today.

It's true that Facebook's Pay Per Click also offers some great potential for many businesses too, but there is something unique about Adwords that makes it the place to cut your teeth and earn your online marketing wings before you start experimenting elsewhere.

It is the most sophisticated online marketing system around. It is the most mature system and offers you incredible control over the audiences that view your adverts. And since some 91% of all searches in the UK are completed using Google, it is totally dominant above all other search engines.

When one of my clients suffered a catastrophic collapse in their marketing, putting their £ multi-million business at risk, Google Adwords was the first place I pointed them for salvation.

The results were extraordinary. It allowed them to not only recover lost sales, but to grow beyond their previous best year too – all during the recession and at less cost than their previous marketing methods.

It's the closest thing to a miracle marketing cure we are ever likely to see.

But there's a problem.

Do it without paying attention to a few basic rules and it can be as expensive – and as fast – as pouring pound coins down a drain, never to be seen again.

It's my goal to make it easier for people in business to succeed. So on the following pages are some rules to help you get the most out of Google Adwords.

If you pay attention to these, you'll be doing a lot more than 80% of people are doing with their Adwords advertising.

Which means you'll be in a far better position to succeed and grow your business.

This guide is a free extra that supports my book, Double Your Business, from Financial Times Publishing. If you haven't bought my book, but find this guide useful, do yourself a favour and get the full book too – it'll be the best £15 you'll invest in your business this year.

Golden Rules of Google Adwords

Generating a reliable and generous flow of new business is the goal of your marketing and sales activities. It's the number 1 Barrier to Growth for any business.

Yet in Google Adwords you have the perfect tool for achieving exactly that. Tune your Adwords campaign to get better results using the following points to guide you. Invest your time and focus to get this right and you'll find that the rewards far exceed the effort you put in.

Focus on Click Through Rate

The biggest secret to minimising your spend is to focus on something Google calls the Click Through Rate (CTR). The CTR is a percentage figure that expresses how many clicks your adverts generate in relation to the number of times they are shown.

So for example, if your advert appears 100 times and is clicked 6 times, you have a 6% CTR. Each search phrase is different and so it's not possible to give you a target CTR to use, except you should ensure that no Ad Group performs at less than 1% CTR.

Google uses the CTR as an indicator of the relevance of your advert. It wants to display the most relevant ads and so it rewards adverts with a higher CTR by displaying them nearer to the top of the list, while penalising lower performing ads

by pushing them to the bottom of the list. If your CTR is less than 1%, Google will be charging you a premium on each click, almost like a tax for those who don't know what they're doing.

This has been true for almost every Adwords account I've reviewed with my private 1-1 coaching clients. There will be many Ad Groups that have a CTR of under 1%. Focus on improving these and as you take your CTR up to 2% or more, you'll find you generate more visitors to your website for less money.

Many of the remaining tips in this guide will give you tactics that make a profound difference to your CTR and your overall Adwords performance.

As a bonus tip, once you've mastered CTR, you will want to start tracking the overall Return on Investment from each Ad Group and keyword phrase.

Relevance of Keywords and Adverts

It's common to become over-ambitious when starting out with Adwords and to include lots of phrases you think might catch more visitors. But you don't want lots of visitors – you want only the *right* visitors. It's all too easy to get carried away and think that getting 250 visitors per day is a good thing, when only a few of them are even in the market for what you sell.

So the secret is to be highly selective with your keywords, choosing the ones that reflect words and phrases that people who are genuinely interested in your services/products are likely to use for searching.

Don't just pick as many keywords as you possibly can in a desperate attempt to maximise traffic. Visitors with no interest in your business will quickly leave again, leaving you with a hefty bill for website traffic that produces no sales or enquiries.

For example, if you sell Ford cars, you are likely to get far better results from searches for specific models like "Ford Focus", or "Ford Fiesta" without going after the massively general phrase of "cars" or even "cars for sale".

In fact, most people spend only a few minutes finding the right keywords for their niche. In contrast, my clients with the most successful Adwords campaigns will typically have invested many hours, and sometimes even days, on this task. This effort pays off in the results they generate and the higher volumes of leads they generate than their clients.

Tightly Focused Ad Groups

After eliminating keyword phrases that are too general to be useful, the next most important factor is grouping your keywords into very tightly focused, closely related Ad Groups.



Many novices at Adwords put all of their keywords into a single Ad Group because it's easy to do.

Unfortunately this approach will totally backfire on them, because when you search on Google for something, you have a very specific question in mind.

If that question does not get answered directly by the page you visit, you quickly click the *Back* button and leave the site, typically within 3 seconds. That's an expensive click.

So for each Ad Group you need to target a small number of very closely related keyword phrases to make sure you're able to display a very relevant advert for them. The more keywords you try and stuff into the Ad Group, the less targeted the adverts will be.

For example, if I'm selling Ford cars and put Fiesta, Focus, C-Max, S-Max, Fusion, Kuga, etc all into a single Ad Group, then I will have to show the same advert to anybody who searches for any of these phrases.

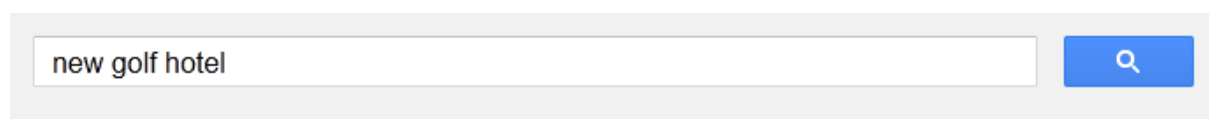
Far smarter to put various Ford Fiesta related phrases into a single Ad Group so that I can show adverts that are 100% relevant to our customer who wants to buy a Fiesta.

Don't Use Broad Match

Google Adwords offers 3 main ways for your keywords to match with searches. If you don't understand the three types, you need to quickly educate yourself in this because it will be costing you a fortune.

Using Broad Match without understanding it properly results in your adverts showing up for all sorts of irrelevant searches. This in turn has a devastating effect on your CTR, because when your advert appears to people searching for something else, it's simply going to be ignored.

Here's what I mean. In the search box, I typed golf hotel, as follows:



A screenshot of a search bar. The search bar is a light gray rectangle with a white input field containing the text "new golf hotel". To the right of the input field is a blue button with a white magnifying glass icon.

My search pretty obviously suggests I'm looking for a place to stay where I can play golf (I'm not much of a golfer, so this is just an example!).

While most of the Adwords results are pretty good, there are a couple that miss the point of my search. Look at the full list of adverts on the right and see if you can spot the two badly targeted adverts.

The obviously wrong one is for a Volkswagen Golf car. The chances of me clicking on that advert are miniscule, because I'm not looking for a car. So the CTR for the Ad Group for that car will be knocked down because it's appearing for irrelevant searches. They could avoid that advert showing by using negative keywords (covered in the next tip).

But the other wrong advert is for booking.com, which is showing a general hotel booking advert when my search is very specific. I'm unlikely to click on that result because I know it won't help me quickly find a golf hotel, I'll have to spend ages searching with their tools, when they could have done that for me.

[Quinta do Lago - Golf](#)

www.quintadolago.com/

Play in 3 Peacefull courses: North, South and Laranjal. Quinta do Lago

[Cornwall 3* golf hotel](#)

www.golf-hotel.co.uk/Breaks_in_Cornwall

Own course. Indoor pool, gym & fishing. Close Eden Project.

[Golf Breaks from £49](#)

www.yourgolftravel.com/

3-5 Star Resorts in UK, Ireland, Spain and Portugal. Book Today!

[Hotels: Booking.Com](#)

www.booking.com/Hotels

booking.com is rated ★★★★★

Over 100.000 hotels worldwide.

Save up to 75% on your reservation!

2,224 people +1'd Booking.com

[De Vere Golf Hotels](#)

www.devere-hotels.co.uk/Golf-Course

Challenge Your Skills At A De Vere Golf Course In Superb Surroundings!

[Lookers Volkswagen Golf](#)

www.lookers.co.uk/Golf

Huge Savings On Selected New & Used Cars. Contact Lookers Today!

[Machrihanish Dunes](#)

www.machrihanishdunes.com/

Links golf course, Kintyre Scotland Day trips and holiday packages

[La Quinta © Golf Resort](#)

www.laquintagolf.com/

Take your Golfing Holidays with us Golf Resort in Marbella.

Your goal with Pay Per Click is to make it really easy for people to find exactly what they want. Visit the Adwords Help Centre for Google's description of how this works at <http://support.google.com/adwords/bin/answer.py?hl=en&answer=6100>.

Then update the Match Types of your keyword phrases to reflect your new skills, improve your CTR and blow away your competition!

Negative Keywords

There's an option within each Ad Group (and at Campaign level too) to enter Negative Keywords. These are phrases or words that you can use to filter out searches that are not relevant for you.

In the previous tip, a Volkswagen Golf advert appeared when a search for *new golf hotel* was entered. This could have been avoided simply by entering *hotel* as a negative keyword.

Interestingly enough, doing a search for *new golf clubs* brings up another car-related advert. These guys might want to consider having "club" and "clubs" in their negative keywords campaign.

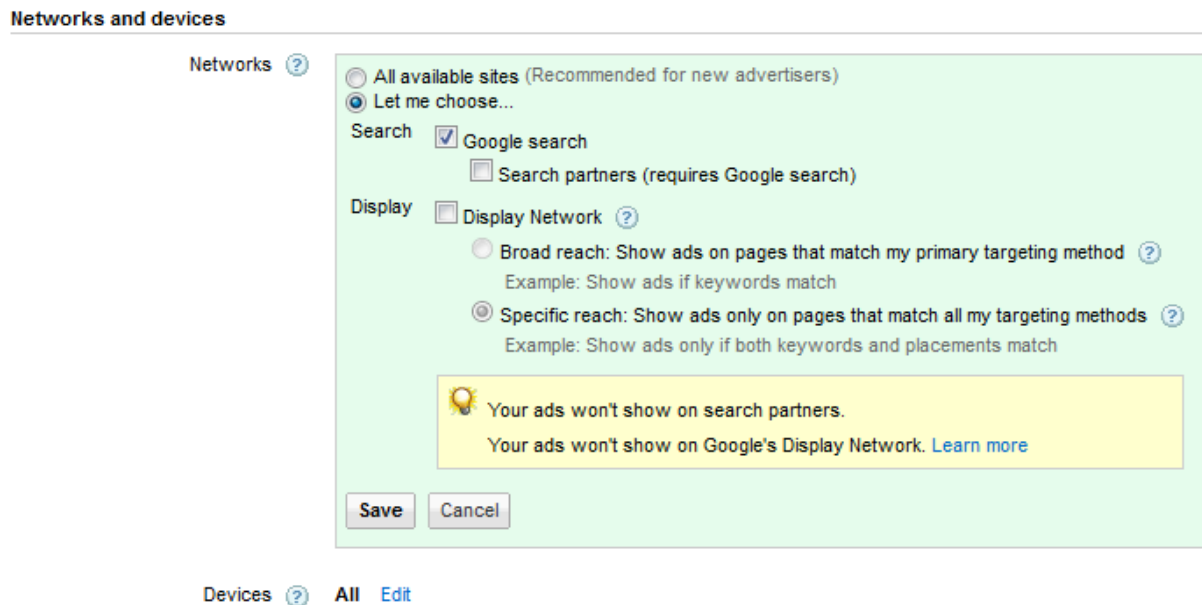
[Golf GTI Shop Sale](http://golf-gti.supaprice.co.uk/)
golf-gti.supaprice.co.uk/
Buy Golf GTI Shop And
Save Big - Low UK Shipping & Fast!

Separate Search and Display Campaigns

In the Campaign Settings, there's an option to choose Networks and Devices. The networks part of this tells Google where to show your adverts. Google's advice to new

advertisers is to show your adverts everywhere. This is not good advice for you – it's simply helping Google to maximise their own revenues!

Instead of this, focus your initial efforts on the Google Search by choosing the option like this:



This will reduce the number of impressions your adverts get, but gives you a great deal more clarity when reviewing your statistics. You can always choose to add in *Search Partners* later on when you're confident your ads are working (these are other search sites like Ask.com).

The Display Network is not for novices, but as your skills develop it's a great place to go hunting for traffic that your competitors haven't found. Always use a separate campaign for this though, as the CTR will be horribly low compared to

your Google Search advertising and will confuse the numbers.

Rotate Ads Evenly


In the next couple of tips, you'll be learning how to make your adverts perform more effectively. Before you do that, however, it's important to stop Google from guessing which of your adverts perform the best (it's not very good at guessing, from much past experience).


To do this, it's another Campaign level option in the Advanced Settings section, as below.

Advanced settings

Schedule: Start date, end date, ad scheduling

Ad delivery: Ad rotation, frequency capping

Ad rotation  **Rotate: Show ads more evenly** [Edit](#)

Frequency capping  **No cap on impressions**

Display Network only

Your campaign must be opted in to the Display Network to use this feature.

You'll understand what this does in 2 tips' time.

Write Ad Copy That Sells

Your advert is one of around 20 or so things that can be clicked on the search results page. You need to make your advert attractive enough to win the clicks. Your business name is not a great option unless you are a dominant brand with a 50% market share already.

Here's a couple of examples, this time from searching for a Ford Mondeo.

In this first ad, you can see that the headline is the name of the business, and the advert doesn't mention what's being searched for. It's a very lazy ad because it's not tailored at all to the search.

Meanwhile all the other ads shown for the same search have Ford Mondeo in them somewhere.

Some of the ads focus on new cars, others on second-hand. Some ads offer cheap monthly deals, others cheap purchase price. In each case, apart from Motorpoint's ad, the adverts think about what's in it for the searcher and try to offer them something worth having.

Also worth noting is that Motorpoint's advert is at the bottom of the page.

This will be because they have a poor CTR caused by the lack of direct relevance to the search being done.

Split Test Different Adverts

This is where you start to get really clever with your Adwords. Everything up to here is pretty basic stuff, but now

[New Ford Mondeo £17,195](#)

www.dagenhammotors.co.uk/Mondeo

Save £2,400 On 12 Plate **Ford Mondeo**
Edge Don't Miss This Offer Call Us

[Used Ford Mondeo Range](#)

www.fordretailonline.co.uk/Ford-Mondeo

From £4,999 Huge Savings Visit Our
Site To See All Used **Mondeo** Models

[Buy Direct Ford - Mondeo](#)

www.directford.co.uk/FordMondeo

Massive Savings On Brand New **Mondeo**
Call 0844 371 1490 Or Visit Online!

[Ford Mondeo Sale Now On](#)

www.evanshalshaw.com/Ford_Mondeo

Drive A New **Mondeo** From £221 p/m
We Will Not Be Beaten On Price!

[Used Ford Special Offer](#)

www.marshallweb.co.uk/Used-Ford

A Choice Of Over 200 Used **Ford**
Models In Stock - Great Prices!

[Used Ford Mondeo Cars](#)

www.carcraft.co.uk/Ford

Ford Mondeo Finance Application in
30 seconds. Free **Ford** Guarantee

[Ford Mondeo Titanium X](#)

www.nationwide-cars.co.uk/Mondeo

This advertiser is rated ★★★★★
Huge Savings on **Mondeo** Titanium X
Call 0844 332 0140 For Best Deal

[Motorpoint](#)

www.motorpoint.co.uk/

motorpoint.co.uk is rated ★★★★★
The Car Supermarket
New and Used Cars

we're going to cover something that very few advertisers ever do – testing ads against each other to find out which one is best.

For each Ad Group you can set up multiple ads to run at the same time. If you create two ads for each Ad Group, thanks to the Campaign Setting we changed earlier, Google will show rotate these at roughly 50/50 for you.

This means you can easily run a true test of one ad against the other. Doing this can produce staggering results. One client recently took his CTR from below 1% up to 11% over a period of 4 months, by following the advice you've seen here in this guide, along with my guidance to implement it.

That means instead of getting just 1 click from every 100 times his advert is shown, he now gets 11. That's a massive leap in quality traffic and it's reduced his cost of marketing, too.

Dedicated Landing Pages

There's no point putting a huge amount of effort into your Adwords campaigns if your website doesn't deliver when visitors arrive.

The best way to set up your website for Adwords is to have dedicated *landing pages* that are designed to produce a specific result. I recommend that practically every Adwords click arrives on a page with a single goal – to capture an email

address that you can then follow up for days, weeks, months and even years in order to maximise your sales.

This way you're not depending upon your visitor remembering your site until they're ready to buy. You're keeping in touch with them and educating them about how to make the right choice (to buy from you!).

Every different Ad Group may need a different *landing page* creating for it if they are very different topics. Make sure that your *landing pages* deliver on the promise of your adverts and provide real value to the person searching. This means you need to focus again on what the customer wants, rather than talking all about your business.

Read *Growth Blueprint 12: Magnetise Your Marketing* for ideas on how to write copy that's focused on the customer rather than talking about yourself.

About The Author

Lee Duncan is a published author and a leading small business growth expert. He works closely with a small number of businesses each year to help them achieve remarkable results. His website can be found at www.leeduncan.com

If you are ambitious, hard-working and willing to make changes to produce exceptional growth, please get in touch to book your free 30 minutes *Growth Consultation*. This involves completing the Barriers to Growth Questionnaire to identify your key challenges before the call and then goes on to:

1. Analyse which specific Barrier most urgently requires attention
2. Develop a vision for the future growth of your business to help you unlock your full potential
3. Plan the first step to get you quickly moving forwards

To contact Lee, call his office on 0800 206 2216 or send an email to lee@leeduncan.com