

ADWORDS CAMPAIGN DEVELOPMENT ESSENTIALS

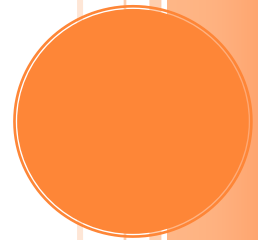
Quick-Start Guide

This AdWords process guide helps you launch campaigns quickly. With these guidelines in place, you can start a campaign that sells products directly, opens doors to meetings, or directs prospects to demo downloads or marketing materials. The guide also helps you avoid some of the common Google AdWords campaign mistakes.

www.QualityWriter.com

service@qualitywriter.com

949-515-3510



GENERATE LEADS, SELL MORE

*AdWords Campaigns Offer
Immediate Results*



A low cost AdWords landing page methodology is the best way to drive prospects to highly targeted promos, offers and downloads. Unlike spammy direct mail, Google prospects are actively looking for your products and services. You can tell by their keyword choices.

AdWords is a fantastic platform for driving sales, educating the market and testing promotions. However, without a comprehensive plan, you can end up making some mistakes. Newbies tend to pad Google's bank account with poorly optimized AdWords campaigns, for example. They get traffic (and pay for it) but fail to convert that into business.

The following process guide helps you cast an AdWords net that's porous enough to grab everyone looking for your solutions, yet tight enough to screen out lookie-loos and dead-end leads. Please give us a call if you'd like to explore each area further or hear more about our services.

AdWords Process

A. Install Google Analytics (if necessary)

B. Preliminary Research

TWO OBJECTIVES:

1. Profile company
2. Evaluate position in the marketplace
 - product offerings
 - ideal customer

- company (staff expertise, customer service, repeat customers, etc.)
- competitive considerations

C. Goals and Current Performance Evaluation

1. Previous AdWords campaign experience (keywords used, highs, lows)
2. Identify and prioritize specific **goals** for the company/website

D. Keyword Research, Analysis and Testing

1. Tools available: Google, Yahoo, Wordtracker, Overture, SEOBook
2. Locate keyword “sweet spots”
3. Determine the language that prospects/customers are using right now
4. Examine successful competitive campaigns and gather those keywords
5. Solicit input from sales teams
6. Build a list of keywords to begin campaign
7. A live campaign is the best way to test
8. Refine keywords — from general to specific
9. Separate into distinct Ad Groups
10. Cost per click drops significantly as keywords, locations and times become more specific

D. AdWords ad copywriting

1. Write AdWords text ads
 - a. Use research (from steps B and C)
 - b. Focus on emotional drivers like fears, dreams, challenges and pains
 - c. Use professional marketing copywriter to save time
2. Design ads for “Google success”
 - a. High click-throughs and conversions

- b. Set goals in Analytics and Optimizer
 - c. Reduce costs per click
 - d. Increase time spent on pages and conversion quality
 - e. Filter out non-prospects with the right phrasing
3. Keep Ads in tightly defined groups to improve testability
 4. Continually test Ad Groups to optimize copy
 5. Eliminate poor performers
 6. Continue to lower cost per click drops as click-through rates and conversions increase

E. Design custom landing pages for every Ad Group

1. Click-throughs are directed to pages designed specifically for a keyword/ad combinations
2. Design each page with a specific, tightly-focused goal
3. Include incentives, promos, offers, demo downloads, white papers, brochures and immediate sales processes (choose one per test/Ad Group)
4. A/B or multivariate testing (using Google Website Optimizer) to test combinations of headlines, body text, images, incentives and goals
5. Eliminate poor performers

F. Track conversions with Google Analytics and Optimizer

1. AdWords and Analytics integration shows site visitor clicks – from their initial keyword search to “conversion” (or to their exit point without conversion)
2. Analysis shows complete picture of successes and failures
3. Use information to identify the most productive “channels” (keyword groups, ads and landing pages)
4. Eliminate weak channels and focus on strong ones — for an even better return on investment

G. Capture, analyze and learn from the wealth of information successful AdWords campaigns produce

As you refine your keywords, you'll identify the optimal words for your Web site. Use these words for Search Engine Optimization (SEO), headlines, text, image descriptions, URLs and incoming links). The combined effect dramatically improves your site's ranking in natural search results.

The keywords you identify and the ads you develop for AdWords may also be useful for complementary marketing collateral, including:

- Brochures
- Direct mail
- White papers
- Advertising
- Event marketing

For more information about how to create optimized AdWords campaigns, please call or email us at (949) 515-3510, service@qualitywriter.com.