

6 Google Adwords Tips Just For You

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While Adwords seems to be the only game in town for PPC marketing these days, it is just as easy to lose with Adwords as it is to win. Here are some basic Google Adwords tips you'll want to follow as you venture out into the world of Adwords.

1. Avoid Broad Matching to begin with. Broad matching means that if you list a keyword like soda pop in your list of keywords, then your ad could appear any time a user searches for either soda or for pop as well as for soda pop.

Your ad may also appear when they search for related terms, like seltzer water, or something else that may or may not connect to your site.

Expanded match is for experienced advertisers, those who are acquainted with negative keywords and focusing a campaign, and may be used by lazy advertisers who just don't want to take the time to really cull good keywords. If you're neither of those, then forget the broad matching.

2. The next of the Google Adwords tips is to make use of the Dynamic Titles option. These are easy to do, don't add any cost to your ads, and are generally effective at gaining clicks and conversion. The exact phrase entered by the individual who initiated the search will be used as the title of your ad.

In order to utilize this feature, simply put {keyword:your backup title here}. This also saves you the trouble of coming up with a new title for each ad.

3. Use some global negatives to narrow searches. For example, use "Free" as a negative search word if you have a product to sell, not give away. It seems a bit obvious, but if you do some sample searches, you'll discover that it's a real problem.

You can do this for other words that you don't want to waste an ad on. If you are trying broad matching, then you'll definitely want a long list of negative keywords.

4. Avoid using the "content targeting" and "search network" features until you are well acquainted with Google. If you don't know anything about a site, you probably won't profit from it. Each varies widely on conversion rates and CTRs. If you ask for Google Adwords tips, you will often hear the advice to avoid advanced features at first.

5. Don't rely on the default positioning for ads. You want to try different positions for your ads and different keywords for different locations. You need to know where your ads work the best.

The only way to find out is to test the ads in different positions. Think about your return on investment needs (ROI) and test each ad to see in what position it is most effective.

You can also run tests with different ads. Rewrite your copy several times and see which version brings in not just the most clicks, but the highest ROI.

6. Perhaps the most useful of the Google Adwords tips here is to optimize the landing page for each keyword term. If you're selling photographs, you should have a different landing page for "flowers" and another for "landscapes" while still another for "portraits,"

You don't want to use your home page for the landing page for each search term unless it specifically deals with what you're selling.

If you follow these Google Adwords tips, youâ€™re likely to have more success with your Adwords campaign.