

Top Adwords Suggestion Research Research Research

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Success with Google Adwords depends on various factors such as the right keyword, the content being suitable for the niche, the squeeze page sales copy and many other factors around low competition key phrases.

Some key phrases like "dog food" are producing up to 50,000 clicks so niche areas around those keywords should generate a set of great keyword lists for Adwords campaigns. An effective Adwords suggestion for a campaign is to ensure the top key phrases in the ad are descriptive, bait the visitor to click and open a landing page and from there to the vendor web site - it should then be repeated over and over.

You can dominate your niche quite quickly but without one very important approach, it will become someone else's niche - Research.

Don't slack here, or expect high CPC costs! Just when you think you have done a few days of research and that's ok, question it. Use the search engines to look for all the common key phrases in your niche. Check blogs, and also company data hidden in Google by adding the word database after the search phrase. A further Adwords suggestion here is to check vendor sites for products and services that the niche is attracting. Analyze the sale patterns - what's the top product? What is the demographic?

Use the Google Adwords tool so that you are always generating key phrases that match your niche area. This is an invaluable tool and has sprung campaigns for freelancers worldwide. You can also view traffic charts and use Google's traffic and bid estimator to gain an insight on the traffic strength of your keyword lists.

With this research part done, now set a daily budget. Start low if this is your first campaign. Now, you can test your keyword lists against your squeeze pages. I highly recommend you join a course where forums exist to collaborate with fellow marketers like the Wealthy Affiliate University. Check the daily budget, analyze and watch your campaigns every day. Note the progress and the approach to your budget cap. Remember, there are myriads of advertisers globally doing this each day, so to compete, ensure this is not missed. Make firm decisions based on your current available budget on the amount to pay, as low as 5 cents if necessary.

On your Adwords links, the destination site address should not be too long, a common mistake. Use plain English, and keep it down to short URLs. Also avoid capitals in the URL. On the page, ensure the content is optimized for the topic and highlights the benefits of the product to the prospective buyer very clearly and quickly.

Your keywords should cover as many variations of the phrases as possible to cover the niche. This is where you approach domination - Generate, Analyze, Suggest, Test. Ask yourself if these are low competition key phrases.

A final Adwords suggestion is target low competition keywords with a high demand and you will be at the forefront of your niche area, and of course - your buyers.