

The Sales Copy Master Class

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Bonus Module

**Google AdWords – a NON-TECHIES Quick
Start Guide to getting your website onto
Google's first page**

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Introduction

Few realised it at the time, but the advent of Google Adwords, a little over a decade ago, represented one of the most profound shifts in the history of direct response marketing. Unlike any other form of marketing, it's instantly measurable, infinitely far reaching and, when done intelligently, extremely profitable. And it's still in its infancy! Neglect it at your expense, whatever you're selling.

If you haven't already done so, master the art of pay-per-click advertising. If you've tried it and it hasn't worked, or if you've burned your fingers (you wouldn't be alone), try again using the following 'non-techies quick start guide to profitable success'. But whatever you do, don't give up.

What is pay-per-click advertising?

Pay-per-click is a way to get your targeted ads displayed at the top of search engine pages – fast! (Not to be confused with search engine optimisation.)

What are the benefits of pay-per-click advertising?

- **It's manageable**

You can control exactly when and where your ads appear as well as the maximum price you're willing to spend for each click. You set your budgets in advance, allowing you to control your advertising spend right down to the last penny.

- **It's targeted**

You only reach customers looking for your services, and you only pay for an ad when someone clicks on it. This means you pay for qualified leads, and not just impressions.

- **It's trackable**

Track, split-test and fine tune your ads with pinpoint precision to develop profitable ongoing campaigns.

- **It's instantaneous**

A basic AdWords campaign can be up and running at full tilt in the space of half an hour. It can also be cancelled or suspended at any time at the click of a mouse.

How does it work?

Crudely put, the more you're prepared to pay per click the higher your ad rises up the page index until it attains the coveted number one position. And with some search engines this is pretty much all there is to say about it, but not, however, with the beast among search engines, Google. Far from it...

With Google AdWords there's more - much more – than simply buying your way to the top of the first page. And this, among other important factors, is what sets it apart from other search engines; and it's also why, even before the likes of Yahoo MSN, Lycos and Alta Vista, et al, realised what was happening, Google had crept up out of total obscurity and trounced them at their own game.

These days we take Google's split-second reliability for granted, but when we step back to consider the many billions of web pages (most of them dross – or worse!) it crawls in an instant to locate our precise match it is, by any standards, a mind boggling achievement.

AdWords



By conservative estimates, over 80% of all searches on the internet are made via Google. Despite the best efforts of its formidable competitors, its dominance remains unchallenged. For this reason, for the purposes of this guide, I focus exclusively on Google AdWords, although the broad general principles will apply to any pay-per-click search engine, including Bing, Yahoo and MSN.

To become successful with Google AdWords, price per click is but one factor among many. Because their canny and handsomely rewarded egg heads figured out early on that, while profitable in the short term, basing page placement on cost per click alone would quickly dilute search relevance. So they dreamed up a whole raft of complex, inscrutable and ever-changing algorithms to decide which ads get to the top of any page, based on click through rates and site content, among other factors. And although Google features a basic (and far from easy to follow) user guide on their website, they are careful to keep the precise details of how it really works a zealously guarded secret.

They also spend their time and vast resources endlessly fine tuning the process, so no sooner have people found a way of manipulating the system, the door is once again slammed firmly shut. This in turn has spawned an entire industry of people who've made it their business to second guess how AdWords operates and, just as importantly, how to outwit the competition (to master this could be compared with becoming a Grand Master at chess), because without a doubt, if you get good – I mean really good – at AdWords, you'll always be in big demand. And in all likelihood you'll become rich in the process!

Fortunately, to get great results with Google AdWords you don't need to become a Grand Master or anything like. You just need to be mindful of a few basic principles and to be able to cut through the verbiage.

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So what's the bottom line?

There's one word that you should always bear in mind when using Google, and it will serve you well. It pretty much sums up all there is to know. That word is RELEVANCE. It's the single controlling factor that underpins everything Google does and what it stands for (you might also add to that the words TRUST and FAIR PLAY). And they reward all who keep this mantra in mind.

Big Google is watching you

The more your ad is clicked, the more Google appreciates its relevance and rewards you. More often than not, the highest ranked ads are the most relevant, and not the ones with the highest bids. By the same token, irrelevant ads sink to the bottom of the pile until eventually they drop off into cyberspace. The relevance factor applies equally to the content of your website. If the promise of your ad doesn't match up to your site content, Big Google WILL know. In the AdWords game, you're only ever as strong as your weakest link.

If you're a Google user (and most people are – the verb to 'Google' now features in the dictionary), you'll know just how damn good it is at locating EXACTLY what you're looking for. This is the result of billions of dollars worth of investment. Google works! And they know only too well that if they lose control of the system (RELEVANCE!) the competition will be in like rats up a pipe! Enough said. Let's get started.

Google AdWords – a NON-TECHIES Quick Start Guide to getting your website onto Google's first page

The art in running a profitable AdWords campaign is to minimise your spend while maximising your exposure and conversion. This means measuring and monitoring until you've got it right. This can be quite labour intensive at first, but once it's up and running you're on auto-pilot, and any subsequent fine tuning can be a breeze.

First, consider the nature of your product. Begin by deciding which keywords you want your ads associated with. Your ads will then appear alongside Google search results and on web pages related to those keywords.

Let's consider the Google search page. How do you distinguish between sponsored ads – ie AdWords – and the natural search engine listings?

The Google search page features approximately 10 sponsored ad positions. Depending on the popularity of the page you're visiting, the sponsored ads will occupy the top one or two positions running horizontally across the top, as well as the ads appearing vertically down the right-hand side of the page. They're clearly identified as 'sponsored ads'. The rest of the entries on the page are 'natural' or 'organic' search listings, and find their way there due to their popularity rating, as established by Google's web crawlers (nothing to do with pay-per-click).

Differentiating your product

For your campaign to be worthwhile, it is vital that you aim for a page one presence on Google. In most cases, anything less than a page one place will put you at a very significant disadvantage. Think about it. Unless you're especially determined, how often do you ever glance beyond the first page of any web search? Exactly!

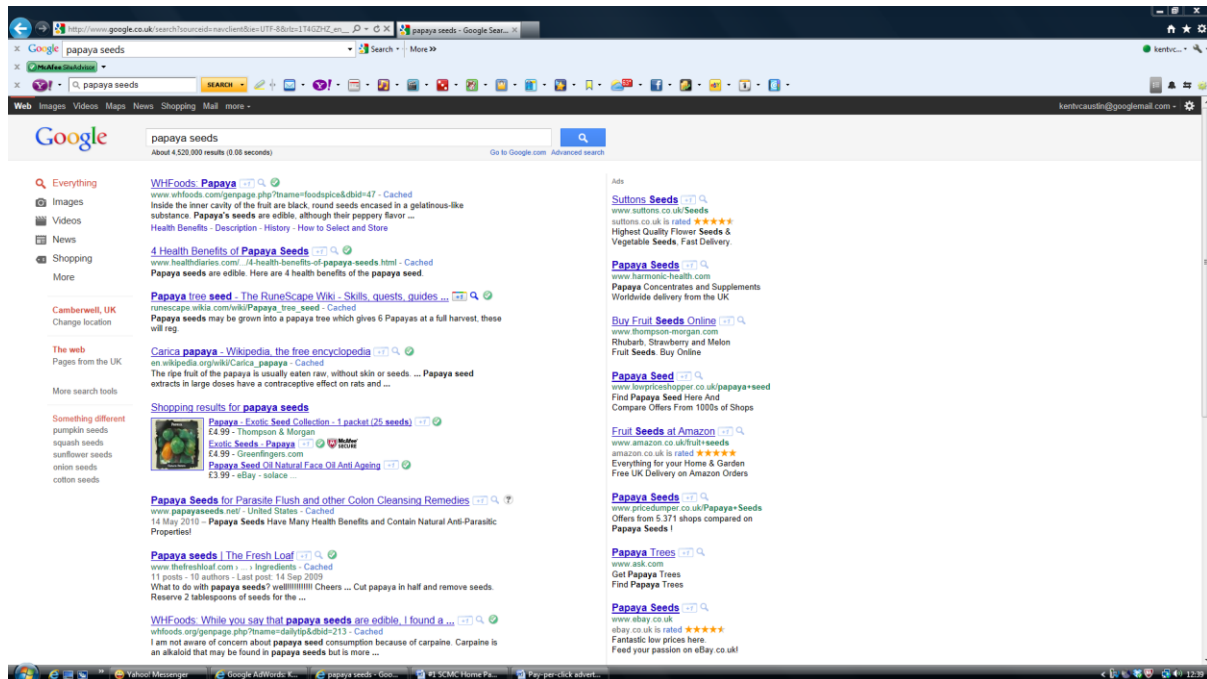
But once you've reached the first page, don't become obsessed with coveting the number one position at the top of the page. Second third, fourth position is fine. (Some marketers even claim that slightly lower positions on the first page are better than number one!). Either way, what matters is that you feature on that crucial first page.

Of course, if you're happy to pay silly £££s per click it's perfectly possible to buy your way pretty much instantly to the first page of any search, but unless your product is remarkably

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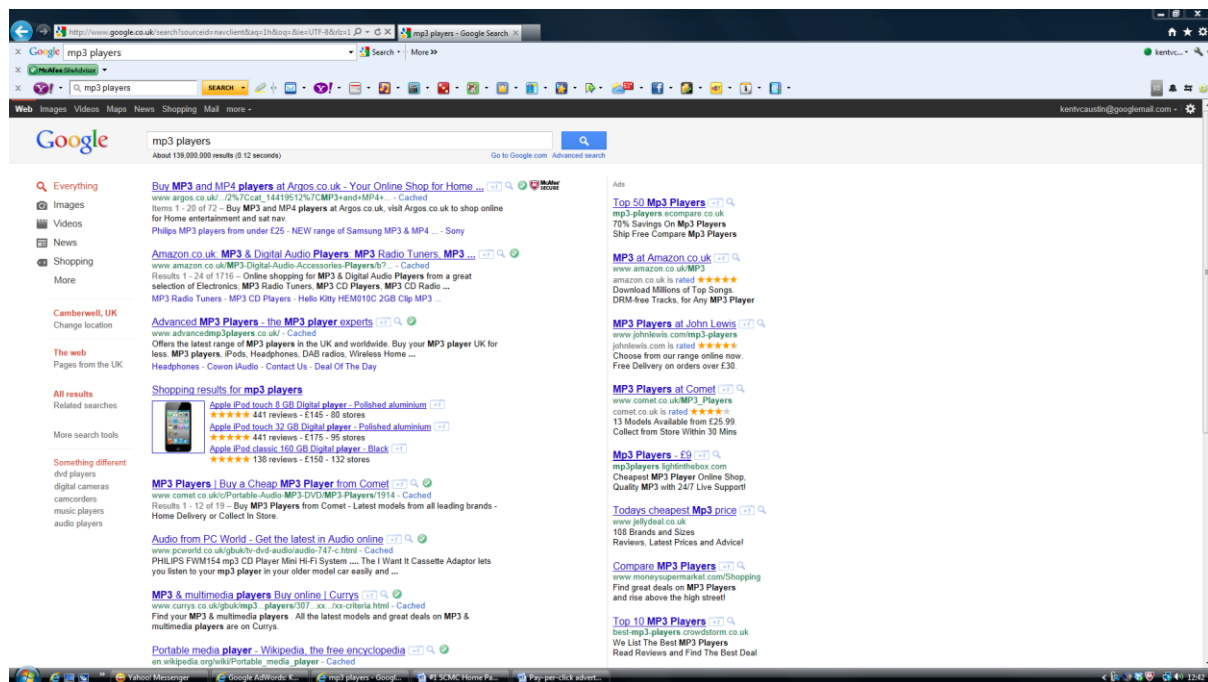
profitable and / or sells like the proverbial hot cakes, this is unlikely to work and, as many have discovered, can turn into a costly or even ruinous exercise.

That said, if you're selling papaya seeds, for example, (or any other relatively obscure niche that you're able to dream up), then you aren't going to have any trouble buying your way profitably onto page one. Because the bid price will be manageably low. At the time of writing, there are just a handful of sponsored ads for keyword 'papaya seeds'! Getting a front page position would be immediately achievable and relatively inexpensive:



But what if you do a keyword search for a very popular product, say, 'Mp3 players'... You've guessed it. The sponsored links go on forever. I gave up checking when I reached page 91!

Google AdWords – a NON-TECHIES Quick Start Guide



How do you get a front page position on keyword search 'Mp3 players'? Well, you probably wouldn't even try. Based on relevance alone, the major players are going to win every time. So if you happen to be selling Mp3 players, or any other popular product, you'll need to be much more creative. Here's how:

If you're selling Mp3 players, don't simply bid on the word 'mp3 player'. Firstly, it'll cost you a small fortune, and secondly, the traffic you'll get to your site won't necessarily be relevant. So the worst case scenario is that you'll be paying too much money for irrelevant traffic that is highly unlikely to buy from you.

Instead, define your product and bid on the niche keywords in that space. For example, use the model number: if your Mp3 player is a Samsung GX400, add this as a keyword. Narrow the search still further: Samsung GX400 black; Samsung GX400 black 8mb...

You get the idea. Each time you narrow the search you'll be minimising irrelevant traffic and greatly enhancing the likelihood of a conversion.

And remember: the ad for a specific product MUST lead to the precise product page on your website. If someone clicks on an ad for a Samsung GX400 black 8mb, that's EXACTLY where it should lead them, and NOT onto your homepage, where they're left having to further navigate their way to their chosen product. Because in most case they won't bother!

Stipulate a specific geographical area. For my own copywriting and marketing communications services I include keywords for my county, and just about every town in a sixty mile radius.

Copywriting and marketing services London

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Copywriting and marketing services Brighton, etc, etc...

And because I operate nationwide, I then duplicate the above for a hundred other geographical areas.

Combine your keywords to send a specific message to a specific market. Place yourself for a moment in the shoes of the buyer. Consider the typical problems they face that might trigger a keyword search. Keep it relevant and ALWAYS tightly focused.

To attract new customers, it's essential to understand your existing customers. Why do they use your product or service? How and why did they find you? Once you've done this, identify the keywords (and phrases) most relevant to their problem.

Remember, you're not sending a single message to a mass market; you're creating numerous messages for hundreds of micro markets. For example, if you're selling seed, you'll want to bid on pumpkin seed, sunflower seed, grass seed, wild flower seed, courgette seedlings, etc, etc. You can then narrow your message still further: traditional striped courgettes; striped courgette seedlings Suffolk, etc, etc. These are known in the trade as 'long-tail' keywords.

Wild Flower Seeds

**Sow Wild Flower Seeds & Create
Your Own Wild Flower Meadow
- Buy Online**

www.andersonseeds.co.uk

Courgette Seedlings

**200 Yrs Expert Service, Huge
Range Of Gourd Seeds, Fast
Delivery**

www.andersonseeds.co.uk

Traditional Striped Courgettes

**A Wide Selection of Traditional
Seeds for the Kitchen Garden –
Free Care Guide**

www.andersonseeds.co.uk

How many keywords should you use?

Many people make a list of between 10 and 30 of the most obvious, and often barely related, keywords and use them in a single campaign.

The problem here is twofold: 1/ there are too few keywords; 2/ these are most often the same keywords your competitors are using. And because these are the most popular keywords, they come at a price. In short, you're heading for an expensive failure.

Instead take 100, 200, 300 or more tightly related keywords. Because far fewer people will be bidding on these you'll be certain to get them at a knockdown price. There's no limit to the number of keywords or negative keywords that you can use in a campaign. Monitor the performance on your keywords. You'll see from your account information which ones are performing best (usually 5% - 10%); increase your bid on these specific words, and delete any non-performers. And remember that if your bid price on a word becomes too low it will become inactive. You can reactivate a word by increasing your bid. Although on occasions where Google decides a particular keyword is getting too few searches due to lack of relevance, it will be automatically disabled.

Let's say you're selling Mp3 players, the keyword 'Mp3 player' will have the most competition, as we've seen above. It will also cost you an arm and a leg.

But when you narrow it down to more specific keywords, for example, 'Samsung Mp3 player 30gb' or 'Samsung Mp3 player 30gb silver', you'll face less competition, and as result you'll pay less. Tightly specific keywords are much more targeted so you'll also see better conversion rates.

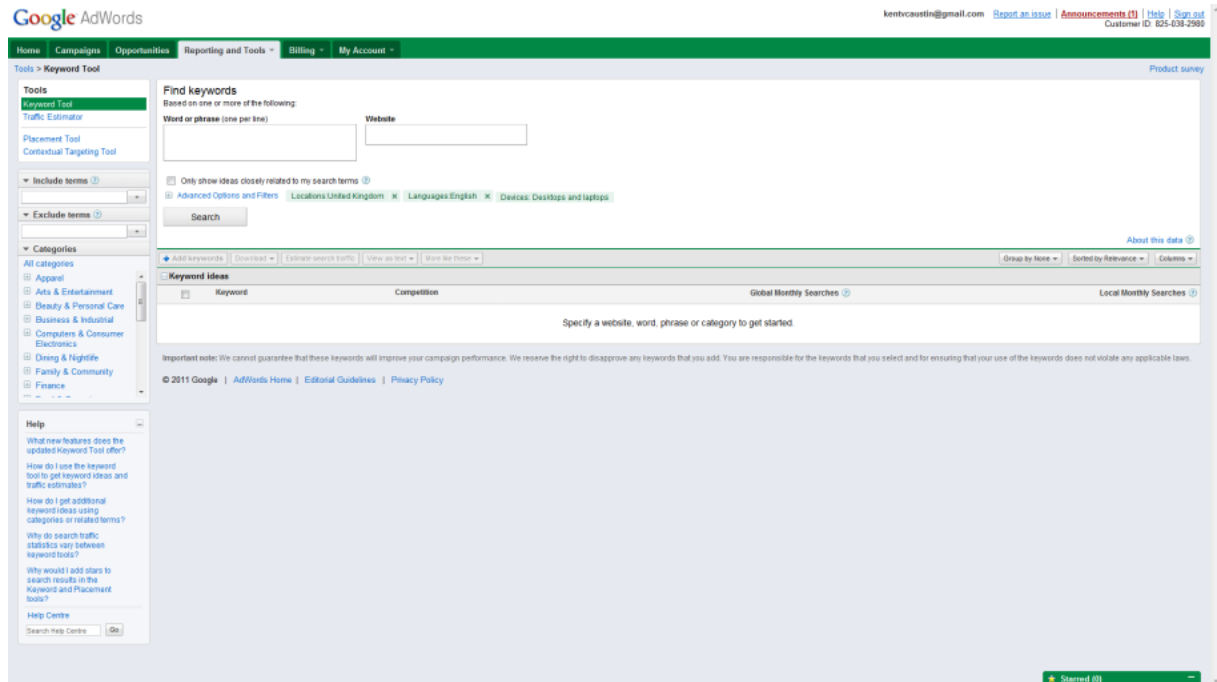
Does this mean having dozens of different ads that are all very, very similar?

Yes! And they're known as Ad Groups. Keywords must be relevant and your ads must be relevant to your keywords. There's no way around it. Creating your Ad Groups requires some up-front work, BUT once you're up and running and fine tuned with a successful campaign it all works on auto pilot.

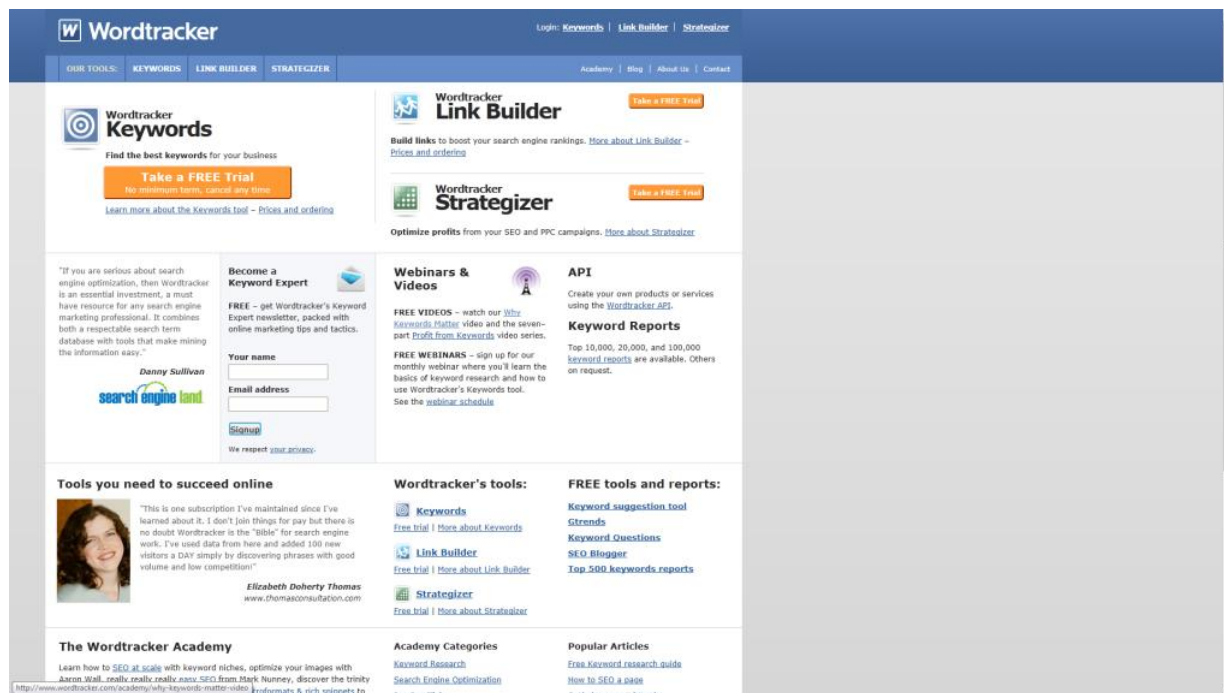
And, you'll be pleased to learn, there are some definite short cuts...

Keyword Selection and Research Tools

Of course, it's time consuming, not to say impossible, to second guess the infinite combinations of keywords related to a single product. But thankfully you don't have to. Google features a keyword suggestion tool that does it all for you: <https://adwords.google.co.uk/select/KeywordToolExternal>



And for those of you who want to go into keyword research in more depth, there is also the excellent www.wordtracker.com, used by serious internet marketers the world over:



And as you'd expect, there are numerous other keyword tools available online, free and paid, so you'll never be short of inspiration.

Remember also to include plurals, misspellings and indirectly related words in your selected keywords. For example, some advertisers will include the names of their popular competitors as keywords in an effort to piggy-back a ride onto the same page. And it works. Cunning!

An alternative method for locating proven keywords on Google

Do a Google search for your principal keyword, for instance: 'seeds'. Next, visit the top ten sponsored sites listed under that search. We're now going to view the source code of each of these sites to find out which keywords appear on their Meta keywords tag. To view the source code of a page, right click your mouse button while viewing the page in Internet Explorer and choose the option View Source. The Meta keywords tag will appear at the top. You'll inevitably find keywords that don't feature on your list. Use them!

It can also be helpful to search for keyword ideas on sites such as Amazon, Play and Ebay, etc and search for your keywords using their search features.

Negative Keywords – filter out the bad traffic!

Google AdWords has a feature for negative keywords. This allows you to filter out unwanted and irrelevant traffic that would cost you money in clicks, but achieve nothing in sales. For

example, if you don't sell iPod Mp3 players, just Samsung, you can make sure you filter out 'iPod' from all searches. And unless you're giving something away as a promotion, you'll definitely want to filter the word FREE!

Use Google to search for your keywords and identify any negative keywords that appear, and add them to your 'negative' list.

Bidding - how much should you pay for your clicks?

Much has been written on the science of pay-per-click pricing, and I have no doubt that it includes some sound advice. For my own part, however, after much struggling with systems, it dawned on me that the quickest and best way of determining the cost of a front page position is to experiment. Because AdWords happens pretty much in real time, it's possible to SEE how successful your ad is at the click of a mouse.

For this reason, I usually commence a campaign with a high bid per click (sometimes outrageously high), simply to determine how much it's going to cost me to achieve a first page listing. Once I've achieved this, I then proceed to reduce my bid pricing by increments while monitoring the position of my ad. When I drop off the first page, I'm left with a pretty good idea of how much I'll need to bid across my keywords to hop back on board. It's an inexact science, not least because other factors are at play, as discussed above, and no two searches are likely to reveal identical results, but it will give you a very good idea on average.

Google also suggests a recommended cost per click (CPC) to achieve a first page position, which will also give you a broad idea of where to begin.

A word of caution: unless you're prepared to take a hit on money, don't allow your high bid experiments to linger on the front page any longer than is necessary to establish their position!

Unless you're really careless (leaving ads running without monitoring their progress), it's impossible to overspend drastically with AdWords, because you're able to set your daily budget in advance.

Daily Spend

Google will ask you to set your maximum daily spend. When this is reached, your ad will disappear for the remainder of the day. If you're on a tight budget, you're better off aiming to achieve a lower page position by reducing your keyword bidding price. For example, if your daily budget is £10, and your keyword bid is £1 per click to achieve a top three

position, your ad will disappear after 10 hits. But if you've figured out through trial and error that you're able to get a bottom of the page position for, say, 50p, then you're better off going for this option, because it effectively quadruples your available CTR, while in all likelihood having no significant negative effect on sales. Far more important is the wording of your ad – ie precise relevance to the search.

Campaign Settings

- **Locations and languages**

When you set up a campaign in Adwords, you will first be asked to select your country, language and territory. Obviously, unless what you are selling is intended for a global market, you will need to set your campaign to target your country and / or territory.

- **Networks and devices**

You will be asked to select from 'Let me choose' or 'all available sites' (Google recommends the latter setting for new advertisers). However, unless you want your ads to appear across all of Google's networks, including commercial websites that offer a (often very tenuous) match to your keywords, I would strongly recommend that you choose your own networks. It depends, on what

you are selling, but if you are targeting a niche market, your money will be better spent keeping your ads off these sites, at least until you know exactly what you are doing. In my experience, leaving 'display networks' switched on attracts mainly curious clickers who are unlikely to convert, and in the process gobbles up your daily budget in the blink of an eye.

When you click on 'Let me choose' you will be presented with a further menu. Select the 'Google Search' and 'Search partners' options, but leave the 'Display Network' un-ticked. This will ensure that your ads only show up on the search pages, and will also allow you to monitor exactly which keyword searches triggered the click.

- **Bidding and budget**

You will be asked whether you want to switch on 'manual bidding for clicks' (ie set your own Cost per Click (CPC) on each keyword), or set your campaign using 'automatic bidding', by which Google spreads the cost of your clicks to maximise your budget. By all means experiment with both methods. In my experience, however, to be certain of gaining a first page on specified keywords, manual bidding is far more effective, (though more labour intensive, as it requires continuous monitoring to ensure that your keywords remain active). It also enables you to determine the exact time of the day and week that you want your ads to appear – very important to target the best markets - which you are unable to do with 'automatic bidding'.

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Google AdWords

kentcaustin@gmail.com | [Announcements \(1\)](#) | [Help](#) | [Sign out](#)
Customer ID: 825-036-2900

Home Campaigns Opportunities Reporting and Tools Billing My Account

None of your ads are running. Can we help? [Get more](#)

[Select campaign settings](#) [Create ad group](#)

Select campaign settings

[Load settings](#) [Campaign Type](#) or [Existing campaign](#)

General

Campaign name

Locations and languages

Locations In what geographical locations do you want your ads to be displayed?
[Bundle: All countries and territories](#)
☒ Country: **United Kingdom**
☐ Country: **England, GB**
[Select one or more other locations](#)

Languages What languages do your customers speak?
☒ **English** [Edit](#)

[Advanced location options](#)

Networks and devices

Networks ☒ All available sites (Recommended for new advertisers)
☐ Let me choose...

Devices ☒ All available devices (Recommended for new advertisers)
☐ Let me choose...

Bidding and budget

Bidding option [Basic options](#) | [Advanced options](#)
☒ Manual bidding for clicks

You'll set your maximum CPC bids in the next step.

☐ Automatic bidding to try to maximise clicks for your target budget

Budget £ per day (Format: 25.00)
Actual daily spend may vary.

[Delivery method \(advanced\)](#)

Ad extensions

You can use this optional feature to include relevant business information with your ads. [Take a tour.](#)

Location ☐ Extend my ads with location information

Product ☐ Extend my ads with relevant product details from [Google Merchant Center](#)

Run simultaneous ads and split test

Google allows you to experiment with running different ads on the same keywords to see which of your ads score the highest Click-Through-Rate (CTR), enabling you to delete or fine tune the ones that are under performing, while keeping those that do. RUN TWO SIMULTANEOUS ROTATING ADS per product, each with subtle differences, check the results with Google's tracking tool (easy and self-explanatory), delete the under performers and retain and fine tune the winners. But don't strike too soon. Quite often the real difference between two ads' performance will not be reliable until you've had a total of around 30 or 40 clicks. So unless it's blindingly obvious that you've got a definite winner and a loser, leave it a day or two to be certain on aggregate.

Add 1

[Wild Flower Seeds](#)

**Sow Wild Flower Seeds & Create
Your Own Wild Flower Meadow
- Buy Online**

www.wildflowerseeds.com

Rotate  

Add 2

[Wild Flower Seeds](#)

Easy To Grow Meadow Seeds

**Over 3000 Varieties of Wild
Flowers – Buy Online**

www.wildflowerseeds.com

Writing your ad!

Your ad needs to be about your customer's need and not about you:

Wrong 😞

[Anderson Seeds](#)

Grow Amazing Gourds

Huge Range Of Gourd Seeds

Fast Delivery

www.andersonseeds.co.uk

Right 😊

Benefit →

[Courgette Seedlings](#)

Grow Amazing Courgettes

Feature →

Huge Range Of Gourd Seeds

Fast Delivery

Begin all words with a capital letter, and wherever possible, include a benefit on the first line, followed by a defining feature on the second line.

And finally, never forget that your marketing effort is only ever as strong as your weakest link. AdWords is but one of those links.

Yes, I'm talking about your website. OK, you've grabbed someone's interest with your carefully crafted ad and now they're about to visit your website. If they're not impressed with what they find, or if your site doesn't reflect the promise of your ad (or they land on an irrelevant page), you've lost them for good! All that effort wasted!

And yet time and again in the course of my work I hear the same lament (often from experienced business people who should know better): "I really must get around to doing something about my website, but I can't find the time." Make time?

Pay-per-click advertising - in conclusion...

This is a quick start guide. I hope you've found it helpful. The diversity of AdWords means that it's possible to go into far greater depth and detail, but what you have above should be all you need to get started with profitable campaigns. The rest amounts to fine tuning and learning to get full mileage from the plethora of measurement tools and features that Google places at your disposal. But rather than read about them, I'd recommend that you simply dive in and use them.

In many ways Google AdWords is like a microcosm of the internet itself, and for this reason it pays to learn it in much the same way. You didn't learn to use the internet from a book; you simply started one day and never looked back. It's like becoming fluent in a foreign language – after a while you don't even think about it. You just do it. So it is with Google AdWords. Just do it! (Where have I heard that before?)



About the author

Kent Austin is one of the UK's leading sales, marketing and digital copywriters. With over twenty years' hands-on marketing experience, he has been instrumental in generating multi-million pound revenues for his clients. He works regularly for some of the UK's most successful creative and marketing agencies including M&C Saatchi, Archibald Ingall Stretton, Publicis, Syzygy, 23red and DBB.

Kent is a recognised expert in the field of guerrilla marketing for small to medium sized businesses including digital and direct marketing, Pay-Per-Click advertising and search engine optimisation.

Recent assignments include a major rebranding exercise on behalf of Russia's premier cultural city, Saint Petersburg. Print and digital projects include writing the official brochures for the 2011 *24 Heures du Mans* Peugeot Sport race team, the Citroën Total FIA World Rally Championship Team and the Nissan GT1 World Championship Racing team, as well as extensive brochure output for Kia Motors Corporation.

Kent has also worked on high-profile advertising campaigns for clients in the international film distribution industry including Nigel Marven's Pole to Pole, and the US hit TV series The Martha Stewart Show and The Janice Dickinson Modelling Agency.

He writes regularly for several marketing-focussed publications, including Marketing Week, B2B Magazine, Marketing, Third Sector, Market Leader and Campaign, on subjects as diverse as corporate social responsibility, Twitter semantics and the lesser-known virtues of Swiss wine.

Kent Austin holds a BA Honours degree in English from the University of Sussex.