

CONNECT

IGNITE + SCALE + REPEAT

3

TIPS FOR WRITING
CONTENT THAT CONVERTS

The Death of Google Side Ads

Josh Garcia explains how your business
will benefit



**THINK
LOCAL**



THINK
LOCAL

LOCAL PULSE

ONLY

33%

OF AMERICANS
FOLLOW BRANDS
ON SOCIAL MEDIA

FACEBOOK HAS
GREATEST IMPACT
ON PURCHASE
BEHAVIOR AT

50%

TAKING OVER THE WORLD, LOCALLY

A personal note from Josh:

Now is your time to position your business in the current digital landscape. Finding your niche, understanding your customer personas and creating ads that feed off of your customer's emotions will help you dominate in your market.

There has never been a better time to be on a level playing field with big business than there is right now. The tools and techniques are readily available. What's stopping you?

I'm here to help, reach out to me at josh@joshgarcia.com, and let me show you how you can dominate in your local market.

VIEW FULL STATS

The Death of Google Side Ads

Josh Garcia explains how this is a good thing for your business.



THE SCOOP

According to Google, text ads appearing on the right-side of searches are now obsolete.

Since 2000, text ads have appeared on the right next to the paid search ads, but the recent change is to better serve how Adwords ads are displayed for desktop search results.

The ads that will stay on the right are Product Lists ads and ads in the

Knowledge Panel. Google will be adding a fourth ad for "highly commercial queries," which will appear above the organic search results.

WHAT THIS MEANS FOR YOUR BUSINESS

In a recent article from WordStream, 85 percent of paid clicks are coming from Top Ads and 15 percent from side and bottom ads.

Once the fourth spot is added, it will appear more like an organic post, which people gravitate towards anyway.

Additionally, the fourth spot ad will provide the ability to use ad extensions, which provides the ability to add more information about your business, thus an opportunity to have more click-through rates.

THE GENIUS OF GOOGLE

Google is constantly evaluating how searches work to best serve the people doing the searches, but also investing time and money to better serve business too.

By killing right-side ads, it will better align desktop searches to that of mobile searches, and there will be an overall increase of ad impressions on the SERP, especially those keywords with commercial intent.

There will be a key advantage in using ad extensions because the more information about a business, the better the search result. Overall, the new changes Google is making will help businesses reach more people who are searching for them.



DID YOU KNOW?

More than 60 percent of online consumers search for products and services using keywords that matches their buying criteria.

To learn now to connect to your customers, click the link below.

[Learn More](#)

Writing Ads That Convert

Most Adwords ads suck! Let's just cut to the chase and get right down to figuring out what makes a good ad.

So what does make ad stand out from other ads?

From Superbowl ads to television commercials, we love ads that tell a story and pull at our heartstrings. In fact, you're probably recalling your favorite commercial, which was so powerful because it used emotional marketing.

We use emotional marketing in our content strategies, but someone forget to tell the PPC marketers to be creative.



Above

Thinking about your customer personas and focusing in on the emotional tone will help with your ad structure.

"Bottom line, a good emotional ad will lead to a higher click-through rate, a higher Quality Score and if all goes well, cheaper clicks."

Now, I know what you're thinking; you're saying to yourself, "But I only have so many characters and limited space, there's no room to add emotion."

Ahh!, There is always room to showcase your inner creative child, not to mention it will make your ads stand out from the boring and mundane ads that are next to yours.

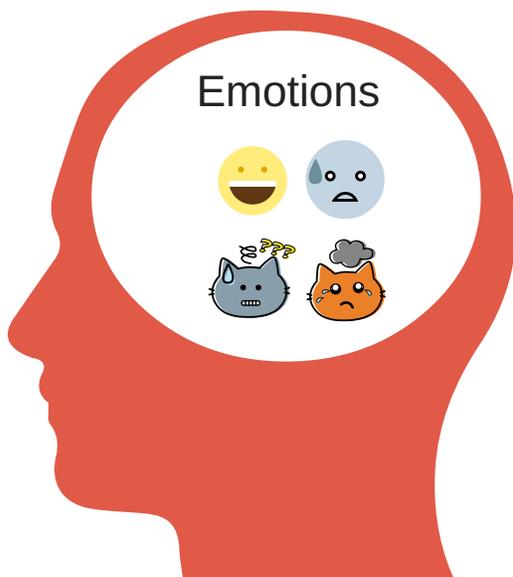
The four basic emotions to explore in your ad copy are happy, sad, angry and scared. But you'll need to think about the following information to determine your next course:

- *Who is your customer?**
- *What point of view (POV) will your ads take?**
- *How will you convey the emotion based on the customer POV?**

Take the time to be specific with your answers because the time spent now on research, will free up your time later to write the ads with all creative abandonment.

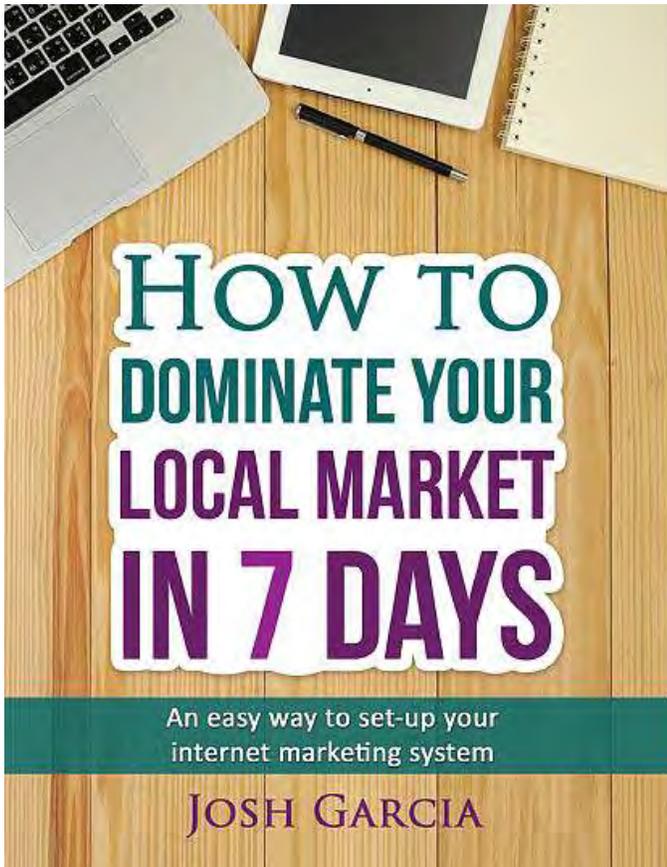
Keep in mind, you won't have dramatic changes overnight, but continue to monitor and evaluate the changes you do make to you ad. Really look at what emotions are improving your CTR, and once you find something that works, you'll want to keep testing that specific ad like changing a dynamic keyword or ad extension.

Bottom line, a good emotional ad will lead to a higher click-through rate, a higher Quality Score and if all goes well, cheaper clicks.



CONNECT

SPRING 2016



~~\$19.99~~

Yours for only
\$6.99

Thousands of customers are searching for products and services just like yours.

It's time to be a force in your marketplace and be noticed.

I've designed a seven-day plan that will show you how to dominate in your local market in just one-week.

My plan is simple and provides step-by-step instructions to get your business set-up, and ready to compete on a major level.

Learn what hundreds of other businesses are doing today, and dominate your local market.

WWW.LOCALMARKESUCCESS.COM/7DAYSEBOOK