

# PERRY MARSHALL & BRYAN TODD'S GOOGLE ADS™ CHEAT SHEET

## Your Basic Setup

1. Choose Your Language
2. Choose Your Location
  - Global/Nationwide
  - Regions & Cities
  - Customized
3. Write Your Ad Copy
  - First Line: 25 chars.
  - 2nd, 3rd & Display URL: 35 chars.
  - Destination URL: <1024 chars.
4. Enter Your Keywords
5. Set Your Max CPC
6. Set Your Daily Budget
7. Review Everything
8. Complete Sign Up
  - Enter Your E-mail & Password
  - Confirm by E-mail
  - Enter Your Billing Info

Your ads will start running right away.

## Google's Ad Copy Ground Rules

- ☞ Concise
- ☞ Relevant, accurate text
- ☞ Targets specific keywords
- ☞ Accurate display URL
- ☞ Working destination URL
- ☞ Proper grammar
- ☞ Capitalize only the first letter of any word
- ☞ Affiliates: Only one advertiser per website
- ☞ Trademark compliant
- ☞ Support competitive claims on landing page
- ☞ No repeated symbols/punctuation
- ☞ No double-serving from multiple accounts
- ☞ No superlatives
- ☞ No inappropriate language
- ☞ No direct calls to action
- ☞ No pop-up windows on landing page

## Making it Work

Pay Google's **minimum 1<sup>st</sup> page bid** or your ads will end up on pages 2/3/4+  
 Improve your **Quality Score (QS)** with a more relevant ad, landing page & website  
 Your **position** = Your Bid Price x Your QS  
 Write ads that **closely match** the keywords you're bidding on  
 Use **negative keywords** to filter out searches you don't want  
 Do **"Peel & Stick"**: Pull out underperforming keywords & put them in a new ad group with a better-targeted ad  
 Choose where your ads show:  
**Google Only**  
**Search Partner Sites:**  
 AOL – EarthLink – Ask.com  
**Content-Targeted Sites = AdSense:**  
 New York Times – Business.com  
 Set up **conversion tracking** to track sales & opt-ins back to individual keywords/ads

## What Do All These Terms Mean?

- Ad Group:** Has one or more ads, and targets one set of keywords  
**Average Position:** The average position on a page that your ad will normally get seen at  
**Broad Match:** A keyword or phrase in your list without any quotes or brackets. Triggers your ad when people's searches include that keyword  
**Phrase Match:** A keyword or phrase in your list with quotes " ". Triggers your ad when people's searches include that phrase in that order  
**Exact match:** A keyword or phrase in your list with brackets [ ]. Triggers your ad only when people type in that exact word or phrase by itself  
**Campaign:** Has one or more ad groups, and lets you set budget, language, country, dates & syndication for all of them  
**Click-through rate (CTR):** The number of clicks your ad or keyword gets, divided by the number of impressions  
**Conversion:** When a Google user buys something or requests more information on your site. Google lets you track this  
**Conversion Rate:** Your number of conversions, divided by the number of clicks  
**Cost Per Conversion:** For any campaign, ad group or keyword, the amount you spend on Google clicks, divided by your number of conversions  
**Cost-Per-Action:** The amount you pay to get a conversion, opt-in or sale  
**Cost-Per-Click:** The amount you pay each time a person clicks on your ad. May vary over time

- Max CPC:** You set the maximum cost-per-click you're willing to pay  
**Average CPC:** The overall average amount you pay each time a person clicks on your ad  
**Daily budget:** You set the maximum dollar amount you're willing to pay for any one day  
**Destination URL:** The actual URL people will go to / go through when they click on your ad. Can be a tracking link  
**Display URL:** The URL people will see in your ad – has to be the same domain as your landing page  
**Disapproved:** Your ad content doesn't meet Google's Editorial Guidelines  
**Keyword:** A search term (word or phrase) people use to find your product or service.  
**Keyword Status**  
**Active:** Your ads are showing normally  
**Ads show rarely:** Your quality score is low & you're being seen little.  
**Bid is below first page:** You must bid Google's minimum required bid or higher for this keyword to get it to consistently show on the first page  
**Impressions:** The number of times your ad gets shown on Google or its network partners  
**Negative Keyword:** Put a minus (-) sign in front of a keyword in your list, and your ad won't show when people include that term in their search  
**Quality Score (QS):** Google's 1-10 assessment of how relevant your ad, landing page & website are to each keyword. A higher QS gets you a lower minimum bid.

The screenshot shows the Google Ads 'Keywords' page. Callouts point to various elements:

- Add or change your keywords:** Points to the 'Add keywords' button.
- Your performance graphed over time:** Points to the CTR and Impression line graphs.
- Edit CPC's & destination URLs for individual keywords:** Points to the 'Edit' button for a keyword.
- Display your Quality Score & other statistics:** Points to the 'View Change History' link.
- Your keywords' performance numbers:** Points to the table showing CTR, Avg. CPC, and other metrics.
- See your performance on other networks:** Points to the 'Audiences' tab.
- Your keyword list for this ad group:** Points to the list of keywords.
- Click to edit individual maximum CPCs:** Points to the 'Max. Pos. CPC pref.' column.
- Your ad as it appears on Google searches:** Points to the 'Ad' section showing a sample ad.
- Write another ad to test against this one:** Points to the 'New ad' button.
- Your ad's clickthrough rate (CTR):** Points to the CTR column in the ad table.
- Your ad's conversion numbers:** Points to the 'Conv. rate (1-per-click)' column.