

PERRY MARSHALL & BRYAN TODD'S GOOGLE ADWORDS™ 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 1st 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 AdWords '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 line graph showing CTR and Impressions over time.
- Edit CPC's & destination URLs for individual keywords:** Points to the 'Edit' button for a specific keyword.
- Display your Quality Score & other statistics:** Points to the 'Columns' dropdown menu.
- Your keywords' performance numbers:** Points to the table showing metrics like Clicks, Impr., CTR, and Avg. CPC.
- See your performance on other networks:** Points to the 'View Change History' link.
- Your keyword list for this ad group:** Points to the list of keywords in the table.
- Click to edit individual maximum CPCs:** Points to the 'Avg. CPC' column.
- Your ad as it appears on Google searches:** Points to the 'Ad' column showing the ad text.
- 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.
- Your ad's conversion numbers:** Points to the 'Conv. rate (1-per-click)' column.