

FACTSHEET

▼ *Google Adwords Advertising*



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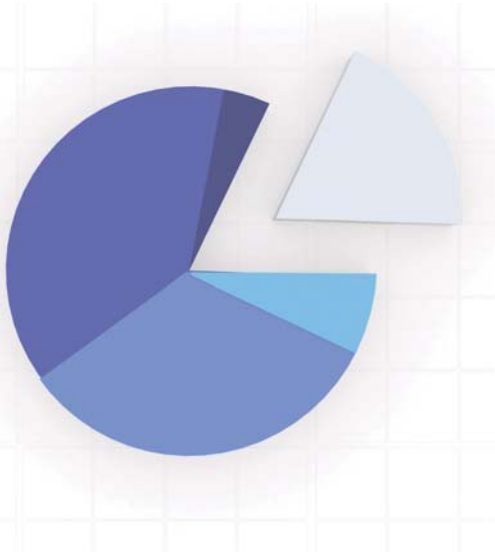
This is how it works:

Selecting your Keywords

Proper Keyword research is essential to establish what search terms people are actually using to find your products or services. Research tools are available to provide an accurate list of your relevant Keywords. It can sometimes be surprising to find out what Keywords are the most popular within your industry and also how many other related Keywords are being used. Some of the most cost effective Keywords are longer phrases, these are known as long tail Keywords. These can be very specific and will receive fewer clicks but will cost less and achieve better conversion rates.

Thorough research to find relevant Keywords that bring in visitors at a lower cost is essential to maximise your return on investment. By continually monitoring your Keyword performance and measuring not just the click through rate but also the conversion rate on your site, you can discard under performing Keywords and measure the performance of better performing Keywords.

We use an appropriate Keyword research tool to provide actual search results that we can then use to provide the most relevant Keywords to start a campaign. We believe this provides a more measured approach than guessing at the best performing Keywords.



Writing advertising copy

The copy you write for your adverts must be relevant to the web page your visitors will be landing on otherwise you could be paying for a wasted click through.

Your copy must compel the searcher to click through to your website and it has to stand out from the competition, so make it different and make it relevant.

The effectiveness of your advert will determine your position on the page, your click through rate and ultimately, whether visitors found what they were looking for when they arrived on your landing page.

Do your research, look at your competitor's adverts, include your Keywords in the copy and then test, measure, change and test again.

Landing page

Your landing page should reflect what you have communicated in your advertising copy. If a visitor does not find what they were expecting to find quickly they will move on and their click is wasted. To be effective, the landing page should show the products or services being advertised. You should include a strong call to action that requires the user to request more information or make a purchase. Another strategy is to offer a free report so that you can capture user's contact information.

As with all things that look simple on the surface, it takes time to acquire the skills needed to run a successful PPC campaign and monitor progress regularly to make sure you are not paying too much for your click throughs.

If you need help, call us for a FREE review to find out if we can help you to grow your business.

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