

THE ADWORDS GUY co.uk

A No-Nonsense Guide to Google AdWords, for Busy Business Owners

By Will Williams



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* Your Free 20 Minute * Consultation

I hope you find this guide useful and informative – and start to realise how usefully AdWords could be applied to your business.

However, you may still have some nagging concerns or questions that relate to your specific business. Perhaps you aren't sure as to whether there is much demand out there for what you offer, or are apprehensive about whether your site is ready.

I'd be happy to give you twenty minutes of my time to discuss whatever you need to – without any strings or pressure.

Simply call me on **020 3286 0340**.

If I'm not able to provide time there and then, we'll make an appointment instead so we can speak at a more convenient time.

I look forward to hearing from you!

We Also Provide...

Pay Per Click Management

AdWords, MSN, Yahoo
Campaign set-up and management
Consultation
Keyword research
Ad writing
Customer streamlining
Reporting and improving

Website Design

Professional, clean sites
Contact forms
Tweaking
SEO modifications
(see newwebsiteguy.co.uk)

Copywriting

Landing pages & words that sell
Smoothing the customer experience

Digital Media

Banner and visual advert design
Photoshop image work
Digital video editing for uploading

A Beginners Guide to AdWords

What makes Google AdWords such a unique system?



Right now... there are millions of people out there searching and shopping on the internet...

...but how are they going to find you?



Search engine traffic is free, but you can't control which keywords lead to which pages, for who, where or when. **Search engine optimisation** is a lengthy, complicated process, and can't be relied upon for maximum revenue. You can't control where the ads are going to show, for what keywords, and the results aren't instant.



Paid print advertising is very expensive, and difficult if not impossible to reach the majority of your potential customers. You can't tell which adverts are working, which aren't and to what extent, so there is little room for control.

In contrast, **Pay Per Click advertising** reaches the right audience, with the right message, at the right time.

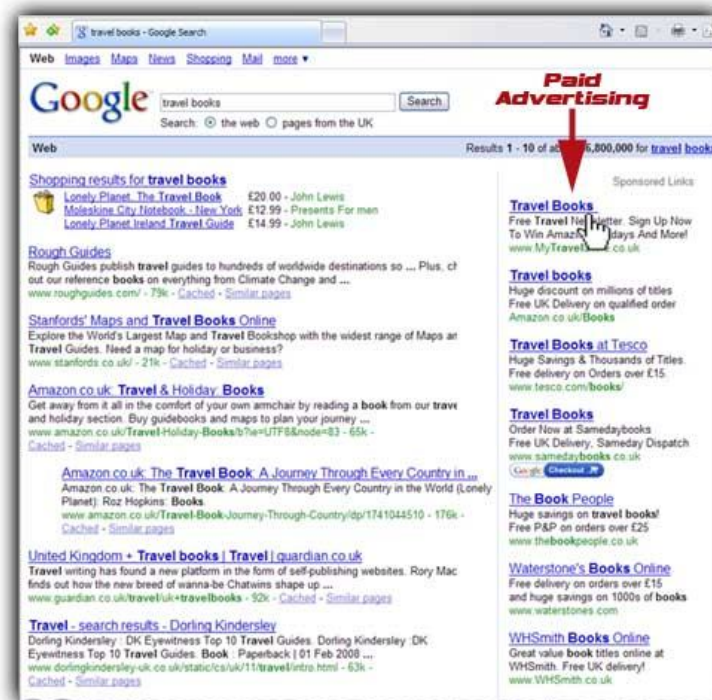
How does it work?

You place highly-targeted adverts on Google – they appear on page 1, down the right hand side. Each ad is assigned a list of keywords – so if that word or phrase is typed in – the ad shows. They are seen by many thousands of relevant people who are looking for those search terms – and you pay nothing. You only pay when someone clicks on your ad – taking them directly to your website!



An example...

When you type a keyword into Google, you will get back two types of results. On the left of the screen will be natural search results that Google thinks is relevant to what you are looking for. Sometimes it is, sometimes not.



On the right hand side you'll notice the results that look like classified ads. These are pay-per-click AdWords and classified ads is exactly what they are.

The ads are shown free of charge, and the advertiser will only pay if somebody actually clicks on the ad and goes to the advertiser's website, making this very cost effective.

Understanding the Variables

Keywords

The list of search words or phrases that you assign to each ad. Your account is split into campaigns, and for each campaign there are adgroups – each adgroup has its own ads, keywords and landing page. You can categorise specific keywords to show your ad according to whether the word is entered on its own or with other words. I research keywords extensively, finding related niches and using clever techniques.

Bid prices

The minimum and maximum amount you 'bid' for each keyword (or set of keywords). This decides where in the list you appear. Occasionally, some saturated markets can have very expensive keywords. Most are about 15-30p,

Landing Pages

Your specific web pages that describe the product or service your ad is about. If the search keyword is mentioned in the ad and the landing page, then Google deems it a relevant ad, and gives you a higher 'quality score'. This gives you a cheaper click – because Google want to ensure their content is relevant. I often suggest changes to client's pages to optimise campaigns and improve the customers experience. It always helps to have well written, user-friendly and persuasive landing pages.

Ad Text

How the ads are written decides what kind of customer you attract, and how many. It is useful to make the ad as relevant as possible to the product or service, to prevent wasted clicks. I run multiple ads for clients to measure the most effective approaches, based on click-through rates.

Click-through rate / conversion rate

The percentage of clicks your ads receive compared to how often they are displayed. Similarly, the conversion rate describes the percentage of clicks which lead to sales (tracked by placing special code on your 'thank you' page).

The powerful benefits that make Google AdWords essential

You are reaching customers who are **ready and wanting** to act now. They have found you at exactly the right time! You no longer have to hope they cut out your ad and remember to look for it in their kitchen drawer... (Far more cost effective than Yellow Pages, banner ads and direct mail).

You can choose literally **thousands of relevant keywords** for each campaign. Your ad can be seen by thousands of interested shoppers every day.

The cost and performance of every keyword can be **tracked** for how many sales or leads it has brought. You can then fine-tune the ad and decide how much you want to invest into your keywords and clicks.

You can **localise** your ads to only show to certain areas – perfect if you are a local business.

You can make changes to your ads and test different headlines etc at any time of the day and see those updates within 15 minutes.

No minimum spend. You choose how much you want to spend per click for every keyword, and you also choose your own maximum spending limit – which could be anything.

You can set your ads to come on and off at specific times of the day or week – **perfect for seasonal trends.** You can also set the **geographical area** of where your ads are displayed if you only want local users to see and click on those ads

Your competition may be getting your potential customers with AdWords. Allowing ClickSuccess.co.uk to manage your campaigns will avoid any mistakes they're making and keep you **a step ahead!**

You can make more revenue – plain and simple! With a well managed campaign, your conversions (sales) will far outweigh the expense of the clicks.

But is your business suitable for AdWords?

Having learned some of the basics, an obvious thought might be:

“This is all well and good – but is it right for my business?”

Here are the factors that will help you get an idea of whether your specific business and website could make use of AdWords:

What you sell, or want to advertise

The demand

Are people really looking for what you're offering? If not, then other advertising mediums might be more appropriate. If the overall “impressions” of how often your ad displays to search users is low, then there won't be enough exposure to generate worthwhile clicks. Sometimes its possible to tap many related niches to your industry – creating multiple adgroups each focussing on a different area of product of your business. I can research demand for you – showing how often all related keywords are being searched for per month.

The profit margin

The profit margin of a sale (or conversion) lets you know how much you can afford to spend on clicks to get a sale. Obviously, it helps if the profit margin is higher, as you can then afford more clicks. If the profit margin is too low – then generating enough clicks to get a sale may be too challenging. Of course, you need to take into account the overall lifetime value of a new customer – the profit margin may be low, but perhaps you can generate lots of repeat business or word of mouth marketing from a single customer.

The competition

Competition is not always as much of a barrier as people think, because many businesses (even big ones) make costly mistakes with AdWords. They may also miss many keywords that you can then take advantage of. Competition is more relevant where price is concerned – if you are being undercut for the same service or product, then price weary comparison shoppers are likely to cost you clicks without converting to a sale. Some markets have become saturated with high bidders, so this is also something to be aware of. Browse around on Google and research existing competitors for your business. Part of the

research I carry out for clients enables me to find out what competitors are spending, and the clicks they generate, which also helps get a feel for the market demand.

Your website

Look and feel

Websites have become quite advanced, so customers expect to see a professional impression. This doesn't mean you should get bogged down in flash gimmicks and over-the-top graphics – in fact this can just get in the way and reduce your overall sales. The important factor is credibility – your customers need to believe that you are who you say (e.g. a reputable business, an authority on a subject etc), and the site needs to be congruent with your business. It's surprising how many sites are still amateur looking – having a friend make a site for you to save money is going to cost you more money in the long run, because it may prevent your business from making any sales.

Content and landing pages

The more relevant content you have, the better of you will be in winning over customers as well as attracting them via the search engines. Having relevant pages for your products or service also enables you to use them as landing pages for your AdWords campaigns – relevancy increases sales.

Writing

The site needs to be aimed at your target market – and where possible, addressing their core concerns and reassuring confidence in your product or service. Many sole traders and small businesses find it difficult to sell themselves – remember it's not yourself you are selling, but your product or service. You are doing your customers a favour by offering it – so make the most of it! It also helps to ask customers for feedback on the website – this is valuable information.

Navigation

It's vital that customers can easily find what they are looking for. The process of landing on your site, learning what needs to be known and feeling reassured, and then going ahead to order, sign up or make an enquiry needs to be as streamlined as possible.

Not sure? If you would like us to offer some friendly and constructive advice about your site, get in touch on 020 3286 0340.

Getting the most from your campaigns, and beating the competition

Why some people lose money on their campaigns

Google AdWords is a complex. Many businesses who set-up their own campaigns frequently get disappointed when they start losing money on wasted clicks...

Because they...

- Don't know what they're doing
- Don't have the time or patience to learn
- Don't do the necessary research on keywords
- Don't understand the competition
- Don't know the skills & secrets to get ahead

Its natural for small business owners to want to do everything themselves – it saves money in the short run. For a one-off product or service this can sometimes work. However, it's unrealistic to expect to get good results without the research, and an adequate campaign structure. It's counter productive!

People also sometimes have a biased perspective of their own websites, and can't admit it when things need changing – to become more user-friendly or attractive to the visitor for example.

Competition? Many get it wrong!

Although many areas of AdWords are seemingly competitive and saturated, there are so many mistakes and poor campaigns. Getting ahead of the competition might not be as hard as you think.

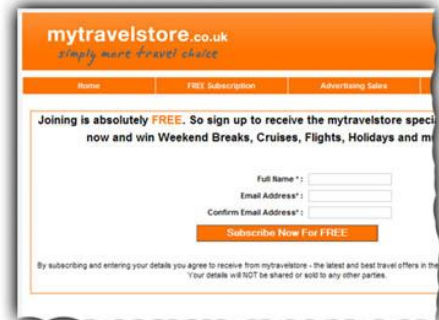


As an example, I searched for 'travel books' in Google (this is a real example, and the first keyword I tried).

I click on the top advert - promising Travel Books, a free newsletter, and a competition. As soon as I click, Google charges the site (we'll assume it was about 60p). Rather than competing for natural (free) search rankings with huge players such as RoughGuides, Amazon and The Guardian, MyTravelStore have bought an interested shopper who is ready to buy a travel book – and they only paid 60p to get the customer!

However... I'm not impressed with the site - there's just a sign-up box! No sign of travel books! The click is wasted... because I click 'back' to go to the search results.

'MyTravelStore' might get a high click through rate for 'travel books' costing them money, but they aren't likely to achieve many conversions with THAT landing page.



I go back and choose the 4th advert down - promising Travel Books, free delivery and same-day dispatch from 'SameDayBooks'. Great! Not so great – the page says 'no results'! I feel disappointed so immediately click back. Another wasted click. I then click on 'Waterstones' thinking "at least I know they sell travel books!"



Working with me, the AdWords Guy

What I do and why

My agency **builds and manages Google AdWords campaigns** for online businesses. I'm dedicated and enthusiastic towards getting good results for my clients – ensuring that sales and revenue are boosted.

I'm only a small company in terms of staff – which gives the benefit of that personal touch. I work for my clients – not for an internal manager! With large agencies you may not know who is looking after your account, what they are up to, or whether they really care. I enjoy building good working relationships with my clients.

For smaller businesses or sole-traders, I set-up accounts and then hand them over. As already mentioned, the foundation and structure of the account is crucial. For larger businesses I closely manage the accounts. My unique processes allow me to create individual ads for each and every product a business sells – something businesses would never have the time to do themselves. They just enjoy the results.

Questions you may have...

Why should I spend money on an agency?

Using an agency to set-up and manage your campaign isn't just a wise investment – its often absolutely necessary. 99.9% of the accounts I see could be improved and savings made, sometimes these savings add up to *thousands*. You are investing in expertise, and getting the best results out of AdWords. Some small companies (particularly in Britain) shy away from the idea of outsourcing and want to do everything themselves – but saving money isn't always the best way to make money!

Why shouldn't I do it on my own and see if I need an agency if-and-when things don't work out?

Most of the errors companies make are in the set up – which is where crucial variables need to be set right from the very start. Having set up a good campaign, it's essential to make sure it stays good and *gets better* through monitoring and adjustments. My management fees are very modest compared to the savings I make for online businesses.

What makes The AdWords Guy different from other agencies?

I'm passionate about what I do – which I hope is reflected in this guide and my website. Being very dedicated and personal, I respond very quickly to enquiries, emails, changes and updates.

On the technical side, I have a number of unique ideas and processes which give an advantage to my clients, depending on their business. I balance technical know-how with great commercial and creative acumen. E.g. I may recommend changes you could make to your site to improve the quality of your landing pages, ads or customer experience. I am also a skilled designer, website developer and copywriter.

I've heard of PPC agencies clicking on ads to increase clients' clicks – what's stopping you?

I don't make money on your clicks, or charge a click commission like other agencies – so there would be no reason to do this at all – not to mention my ethical and transparent way of doing business. I charge a set-up fee and an

ongoing monthly management fee. It's in my interests to ensure you do good business – not only getting good click-through rates but increased sales/sign-ups/phone calls (whatever you are after).

I'm doing alright thanks, why should I bother with Pay Per Click?

This is for you to decide, and depending on your business and needs, PPC may *not* be right for you. However, if it is, then it's worth doing. Online shopping is highly competitive and it's obviously essential to stay up to date with marketing innovations. PPC isn't just a fad – but it is gradually getting saturated as more and more businesses join the listings every day. If you don't become part of it very soon, it will be harder and more expensive to join in the future.

How do I know I won't waste money?

You don't! But if you have a target market, and a product or service to sell or attract attention to, then it's as essential as any other advertising. Except with AdWords the odds are stacked in your favour! I can only optimise the process of driving relevant customers to your landing pages – but then it's up to you what you do with your customers – so don't waste them. This is why I work closely with clients to also help fix issues at their end. I don't do contracts, so in the unlikely case that I can't achieve the results to make it work, you are free to leave at any time.

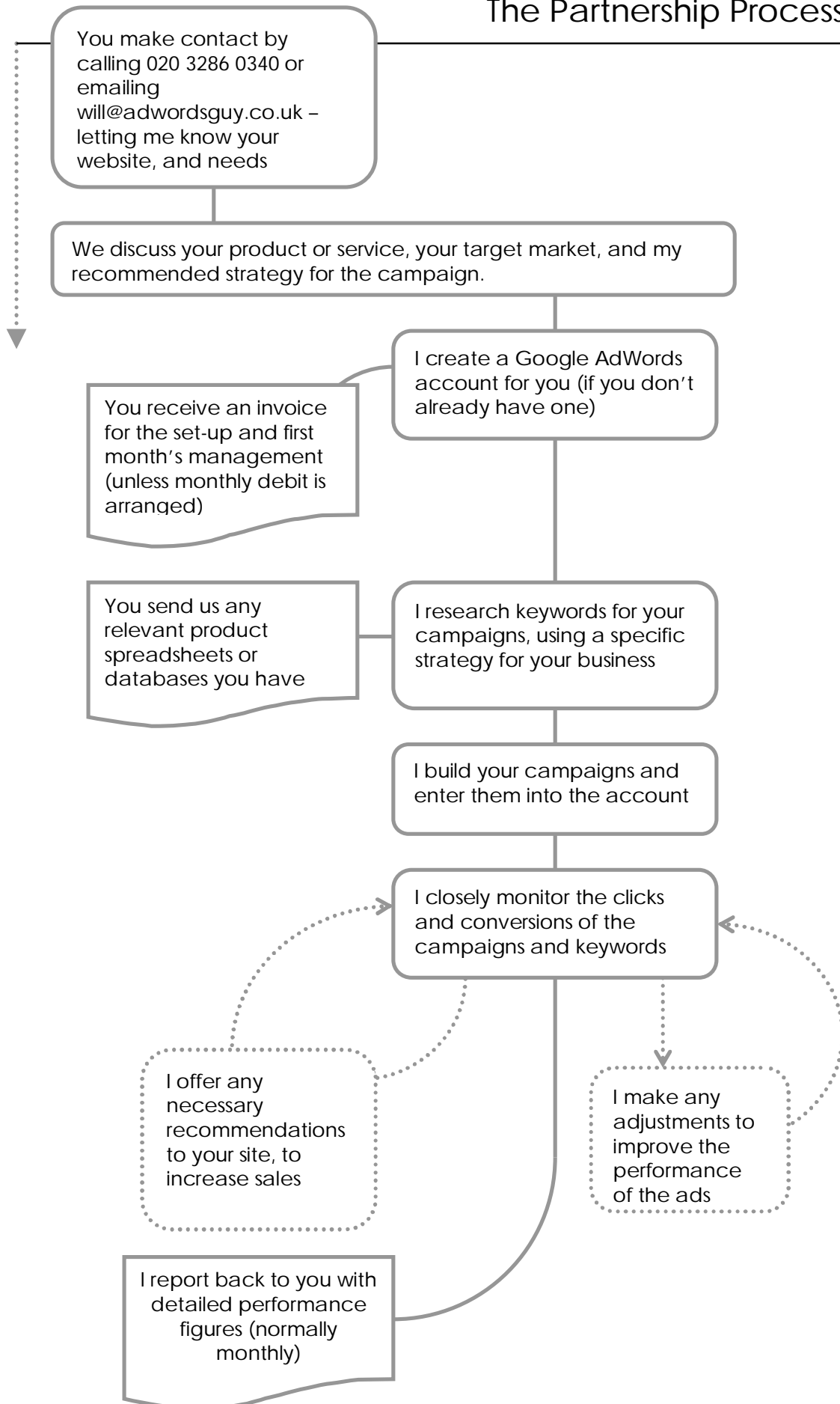
People say that it's best to stick to Search Engine Optimisation – it's too easy to waste money on PPC.

This is a fallacy – and mostly stems from people who have botched their PPC campaigns. Because PPC is so targeted and controlled, you can get instant and relevant traffic. You can control your budget to ensure that you don't go overboard. SEO is hugely time consuming, can be far more expensive, and offers little to no control.

How can I find out more?

I'm glad you asked! For any questions or queries or to just read more great information then please visit me at AdWordsGuy.co.uk, or call me on 020 3286 0340 for a friendly chat.

The Partnership Process





All in all I'm really happy with the impact this project has made. Thanks for all your efforts, patience handling my questions and concerns, and for the additional marketing advice I have gained through this process. Your advice has really been invaluable and I feel I've learned significantly more through this process than I was expecting. It really has been hugely appreciated.

What is great from my point of view is that having worked with you not only do I have hugely increased reach in terms of my advertising but I now feel that I have at least a semblance of control over how Google works and my account is far more flexible. I feel confident there is business out there right now - in this climate that is comforting to say the least."

Andrew Brackenbury, Photographer

As well as specialising in AdWords management, I also provide a range of other useful services to boost web traffic and profits, whatever your business...

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Campaign set-up and management
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Keyword research
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Customer streamlining
Reporting and improving

Website Design

Professional, clean sites
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