

Table of Contents

<i>Introduction</i>	1
About This Book.....	2
Conventions Used in This Book	2
What You Don't Have to Read	3
Foolish Assumptions	3
How This Book Is Organized.....	4
Part I: Becoming a Google Advertiser	5
Part II: Launching Your AdWords Campaign.....	5
Part III: Managing Your AdWords Campaigns	5
Part IV: Converting Clicks to Click.....	6
Part V: Testing Your Strategies and Tracking Your Results	6
Part VI: The Part of Tens	6
Icons Used in This Book.....	6
Where to Go from Here.....	7
<i>Part I: Becoming a Google Advertiser</i>	9
Chapter 1: Profiting from the Pay-Per-Click Revolution	11
Introducing AdWords.....	12
Where and When the Ads Show	13
Google results	13
Search partners results	13
AdSense sites and Gmail	15
AdWords in the Total Google Context	16
Pay Per Click: Your Online Gumball Machine.....	18
The Direct-Marketing Difference: Getting Your Prospects to Do Something	20
You can measure your results	21
Keep improving your marketing	22
It's dating, not a shotgun wedding	23
Following up with your best prospects	24
How to Think Like Your Prospect	25
Chapter 2: Setting Up Your Starter Edition Account	27
Who Should Start with the Starter Edition	28
Signing Up Couldn't Be Easier	29
If you have a Web site	29
If you don't have a Web site	35

Touring Your Starter Edition Control Panel.....	38
The alerts at the top	38
The ad	38
The Keywords	41
Content network.....	42
Deploying the Goldilocks maximum CPC strategy.....	43
Impressions, clicks, and cost.....	43
Graphs and reports	45
Activating Your Account	46
When nobody can see your ad	47
When just you can't see your ad	48
Managing Your Account	50
Upgrading to the Standard Edition	50
Chapter 3: Setting Up Your Standard Edition Account	51
Setting Up Your Standard Edition Account.....	51
Graduating from the Starter Edition	52
Opening a new Standard Edition account	52
Running Mission Control with the Campaign Management Tab.....	55
All Campaigns view	56
Individual Campaign view	59
Individual ad-group view	60
 Part II: Launching Your AdWords Campaign.....	63
 Chapter 4: Discovering Your Online Market	65
Assessing Market Profitability (Don't Dive into an Empty Pool)	65
Determining market size by spying on searches.....	67
Estimating profitability by snooping on your competitors' keyword bids.....	69
Sizing up the entire market by tallying total advertising spend	70
Giving your market a stress test to determine future health	73
Taking the Temperature of Your Market — Advanced Methods.....	75
Number of advertisers on Google	75
Bid persistence: Will you still love me tomorrow?.....	77
Going deeper with the AdWords Keyword Tool	77
Discovering buying trends at online stores	78
Eavesdropping at the Watering Hole	83
Online groups.....	83
The Blogosphere	89
Loitering on Web sites	92
Sleeping with the enemy	92
Cutting Through the Clutter with Positioning.....	93

Chapter 5: Choosing the Right Keywords	97
Decoding Keywords to Read Your Prospects' Minds	98
Learn from Google	99
Decision mindset	100
Practice thinking like your prospect.....	102
Mastering the Three Positive Keyword Formats	104
Broad match.....	104
Phrase match	104
Exact match.....	105
The goal: From vague to specific.....	105
Researching Keywords: Strategies and Tools.....	106
The Free Keyword Tool.....	107
Google's keyword tools.....	108
KeywordDiscovery and WordTracker sites	108
Thesaurus tools	108
KeyCompete.com	109
Using your server log to get smarter	109
Finding Sneaky Variations for Fun and Profit	112
Some quick ways to vary keywords	112
LowerYourBidPrice.com — sneaky keywords made easy	115
Sorting Keywords into Ad Groups	116
Divide keywords into concepts	118
Organizing your keywords	119
Deploying Negative Keywords.....	121
Brainstorming negative keywords	123
Adding negative keywords	125
Adding, Deleting, and Editing Keywords.....	126
Growing your keyword list	126
Editing your keywords.....	126
 Chapter 6: Writing Magnetic Ads	 131
Understanding the Three Goals of Your Ad.....	132
Attracting the right prospects while discouraging the wrong people	132
Telling your visitors what to expect	135
Tuning Your Ad to the Keyword.....	135
Marching to a Different Drummer	135
Studying your competition	136
Positioning your offer	137
Two fundamental ways to position your ad	137
Motivating Action in Four Lines	138
Grabbing them with the headline.....	141
Using the description lines to make them an offer they can't refuse	143
Sending Out a Call to Action.....	145
Making an offer with action words.....	145
Fanning desire with urgency qualifiers.....	146



- Mastering the Medium and Voice at Haiku U.146
- Naming Your Online Store Effectively.....148
 - Buying more domain names148
 - Adding subdomains and subdirectories149
 - Testing capitalization and the www prefix.....149
- Wielding “Black Belt” Techniques for Hyper-Competitive Markets.....150
 - The fake www-domain technique.....150
 - Dynamic keyword insertion151
 - Subdomain redirects153
- Following Google’s Text-Ad Guidelines154
 - Punctuation.....154
 - Capitalization154
 - Spelling and grammar155
 - Copyright and trademark usage.....155
 - Competitive claims.....155
 - Offers.....155
 - No offensive language.....155
 - Links.....156
- Exploring the Other Ad Formats156
 - Getting the picture with image ads156
 - Making the phone and the doorbell ring with mobile text ads ...157
 - Waving to the neighbors with local business ads158
 - Going Hollywood with video ads.....159

Part III: Managing Your AdWords Campaigns..... 161

Chapter 7: Deciding Where and When to Show Your Ads163

- Getting the Most Out of Your Campaigns164
 - Changing the default campaign settings164
 - Separating your account into three types of campaigns172
 - Keyword and site targeting175
- Bidding Smart179
 - Initial bidding strategies.....179
 - When you have data180

**Chapter 8: Improving Your Campaigns through
Keyword Management181**

- Nurturing, Relocating, and Firing Keywords182
 - Star keywords182
 - Solid performers184
 - Long-tail keywords187
 - Underperforming keywords188
 - Negative-ROI keywords.....188
- Resuscitating Poor-Quality Keywords.....188
- Managing the 80/20 Way.....190

Chapter 9: Getting It Done with AdWords Tools195

- Improving Your Campaigns with the Optimizer Tools196
 - Keyword tool.....196
 - Edit your campaign’s negative keywords.....200
 - Site Exclusion tool.....202
 - Traffic Estimator tool.....202
- Saving Time with the Campaign Modification Tools204
 - Copy and moving keywords.....205
 - Copying and moving ad text208
- Getting Feedback from Google with the Ad Performance Tools208
 - Ads Diagnostic tool208
 - Disapproved ads.....211
 - My Change History tool.....212

***Part IV: Converting Clicks to Click*215**

Chapter 10: Giving Your Customer a Soft Landing on Your Web Site217

- Making Your Visitor Shout “That’s for Me!”218
 - Achieving relevance based on keywords219
 - Using PHP to increase relevance221
 - Scratching your customer’s itch223
 - Establishing credibility224
- Defining the Most Desirable Action for the Landing Page227
 - “Bribing” your visitor to opt in.....228
 - Engaging visitors in real time.....230
- Selling the Most Desirable Action232
 - Using bullets233
 - Including third-party testimonials235
 - Giving clear instructions in the call to action.....236

Chapter 11: Following Up with Your Prospects237

- Overcoming Your Prospects’ Miniscule Online Attention Span.....238
 - Pressure tactics don’t work online238
 - Build a relationship so you can make the sale
 - when your prospect is ready to buy239
- Spinning a Web with an Opt-In240
 - Generating an opt-in form using AWeber.....241
 - Placing the form on your Web site.....244
 - Generating opt-ins via e-mail245
 - Importing and adding leads yourself.....246

How to “Bribe” Your Prospects to Opt In.....	246
Give away something of value	246
Make the opt-in a logical next step	247
Offer your visitors something they really want.....	248
Reassure them	249
To sell or get the opt-in?.....	249
The thank-you page.....	249
Creating a lead-generating magnet.....	251
Staying on Your Prospects’ Minds with E-mail.....	253
Verifying your lead	253
Following up automatically with an e-mail autoresponder.....	254
Broadcast e-mails	268
Managing your e-mail lists	270
Going Offline to Build the Relationship.....	271

Chapter 12: Building a “Climb the Ladder” Web Site273

Identifying the Rungs of Your Business Ladder	274
Using Web Tools to Help Your Visitors up the Ladder	276
Design	276
Sales copy.....	279
Articles.....	280
Blog	281
Live chat	281
Audio.....	284
Video	287
Recognizing and welcoming returning visitors with PHP	290

Part V: Testing Your Strategies and Tracking Your Results293

Chapter 13: How You Can’t Help Becoming an Advertising Genius295

Capturing the Magic of Split Testing.....	296
Conducting Split Testing with AdWords	298
Creating a challenger ad.....	298
Monitoring the split test.....	299
Declaring a winner	300
Strategies for Effective Split Testing.....	302
1. Start wide, get narrow.....	302
2. Keep track of your tests	302
3. Split-testing is just asking questions.....	302
Generating Ideas for Ad Testing.....	303
Tools for Split-Testing.....	305
Automating your testing with Winner Alert.....	305
Turbocharging your testing with Taguchi.....	306
Split-Testing Web Pages.....	306

Chapter 14: Slashing Your Costs with Conversion Tracking307

Setting Up Conversion Tracking.....	308
Choosing a conversion type	308
Selecting language and security level.....	309
Generating and copying the code	310
Assigning a value to a conversion.....	311
Putting code on your Web site.....	311
Tracking sales from a shopping cart.....	313
Testing conversion tracking.....	313
Introducing Two New Columns	314
Conversion rate	314
Cost/Conv.	314
Tracking ROI of Ads and Keywords	316
Identifying the profitable ads.....	316
Keywords.....	319
Dealing with multiple conversions.....	319
Creating Easy-to-Understand Reports	320
Types of reports	321
Settings	322
Advanced settings.....	322
Templates, scheduling, and e-mail.....	323
Customizing Your Reports to Show the Most Important Numbers	324
Customizing Keyword Performance reports	324
Customizing Ad Performance reports	326
Discovering What to Do with the Data.....	328

Chapter 15: Making More Sales with Google Analytics329

Installing Analytics on Your Web site	331
Creating an Analytics account.....	331
Adding tracking code to your Web pages	332
Configuring Analytics.....	333
Configuring goals and funnels	337
E-commerce setup.....	339
Making Sense of the Data	339
Checking for data integrity.....	339
Viewing your data in the Dashboard	340
The AdWords Campaign screen	342
The Keyword Positions view.....	344
Automating Analytics reporting	345
Acting on Your Data to Make More Money	345
Optimizing your site for your visitors	345
Improving site “stickiness”.....	346
Loyalty and recency.....	346
Evaluating Web site changes.....	348
Page and funnel navigation	349

Part VI: The Part of Tens351**Chapter 16: The Ten Most Serious AdWords
Beginner's Mistakes353**

Neglecting to Split Test Your Ads.....	353
Letting Google Retire Your Ads without Testing.....	354
Split Testing for Improved CTR Only.....	355
Ignoring the Display URL Line in Your Ad.....	355
Creating Ad Groups with Unrelated Keywords.....	356
Muddying Search and Content Results.....	357
Ignoring the 80/20 Principle.....	358
Declaring Split-Test Winners Too Slowly.....	359
Declaring Split-Test Winners Too Quickly.....	359
Forgetting Keywords in Quotes (Phrase Matching) or Brackets (Exact Matching).....	360
Ignoring Negative Keywords.....	360
Keeping the Keyword Quality Score Hidden.....	361
Spending Too Much or Too Little in the Beginning.....	362

Chapter 17: Ten AdWords Case Studies363

Adding a Welcome Video to the Landing Page.....	363
As Seen on TV Ads and Web Copy.....	364
Plugging in the Blender with Risk Reversal.....	365
Getting the Basics Right.....	366
Letting Visitors Choose Their Own Sales Funnels.....	368
15-Cent Click to \$1700 Customer in Minutes.....	369
Local Search with Video Web Site.....	370
Generating B2B Leads Without Cold Calling.....	370
Understanding and Answering Customer Objections.....	373
Making Money in an Impossible Market.....	375
Task #1: Lowering the bid price.....	376
Task #2: Improving Web-site conversion.....	376

Index.....377