

ROCKABLE ✨

GET GOING WITH

GOOGLE

ADWORDS



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ROCKABLE*

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INTRODUCTION

What to Expect from This Book

There are two ways to get search traffic from Google. The first is to publish web content compelling enough for other sites on the internet to point readers to it through the use of hyperlinks. The more hyperlinks your content receives, especially if those links contain the words and phrases typed into Google by searchers, the higher your content ranks in the Google search results, increasing your traffic in proportion.

The second, faster way to bring in search traffic is to buy it. By paying for *Sponsored Results* (ads) that display both above and to the right of the 10 “natural” search results on a Google page, you can bypass weeks or months of attempts to get your site to the top of Google. You can actually bid for search queries that people type into Google — anything from “yoga dvd” to “how to get out of debt” to “divorce attorney melbourne”.

These search queries are generically referred to as *keywords*, and some keywords are more attractive to advertisers than others due to the number of times they’re searched, or by how likely they are to result in click-throughs to the advertisers’ websites. Keywords purchased from Google to trigger ads in Google Search Engine Results Pages (SERPs) or on websites using the Google AdSense program are called *AdWords*.

This book will help those of you who are completely new to Google AdWords, to set up simple, water-tight campaigns to promote your own blogs, websites or businesses. You’ll get a comprehensive introduction to AdWords, and a thorough walk-through of how it works. You’ll learn all the ins and outs of setting up an account, getting it live, and reporting on your campaigns.

Why Buy the Cow When You Can Get the Milk for Free?

Each page in Google contains 10 web page listings that achieved their positions by the first method of getting Google traffic. These listings are called *organic* results, since their positioning is the result of Google's PageRank algorithm, and not purchased placement. The top listings are ostensibly the best or most relevant results for your search query, so publishing great content should obviate the need for spending on AdWords — at least in theory.

Since Google AdWords costs money, let's first address a valid question: Why you would pay Google money to drive traffic to your site when you can get free traffic from Google by just having a site out there live on the Internet, and letting people find it through natural "organic" search at no cost to you?

It's a question many have asked, and it's a good one. Organic search traffic is important for your site, but relying only on traffic from organic search is putting all of your eggs in one basket, and can often take some time. Using Google AdWords is a reliable and measurable way you can source customers you can rely on.

There are other reasons. Statistically, the #1 result in Google for a particular keyword gets 42% of the total search traffic for that keyword — the highest percentage you can achieve in the organic results. So even if your page is #1 in Google, you can augment your search traffic percentage by purchasing a sponsored result, giving you an additional opportunity to reach the 58% of searchers who don't click on your #1 result.

Furthermore, Google ads not only appear in search result pages, but on millions of websites using AdSense — sites collectively known as the *Google Content Network*. *AdSense* is the flip side of AdWords: advertisers bid on AdWords, and the revenue from

AdWords spending is split between Google and the websites in the Content Network. Even if you were to get top search listings for all of your keywords, topically related websites are powerful traffic sources that you should consider leveraging with AdWords.

This book will help you understand the search behavior of your target market or audience. For example, what do people search for most often in your market? Does your site already rank well for certain queries? Is there a relevant query you aren't yet targeting, but should be?

If your website doesn't appear on the first page of search results for queries you want to target, then you can't expect to get real, worthwhile traffic from search engines. According to a study from iCrossing published in 2010, 95.3% of Google search traffic comes from the first page. Clearly, the first page of results is where you want to be, and not only the first page but preferably at the top of the first page. If you aren't there, and most of us aren't there yet, then Google AdWords may be the right solution for you.



Get on the First Page of Google in Minutes

A common strategy for bringing more search traffic to a website is to use *Search Engine Optimization* (SEO), the practice of making your website's content more appealing to search engines for higher rankings.

Unfortunately, SEO is **not easy** to implement, especially if you are new to the game. It takes time for your SEO work to be effective. Many say three to six months is the standard waiting time before you begin seeing results for competitive search terms. If you're targeting keywords many other people are competing for, expect the going to be tough. The more valuable the keywords you target, the harder it is to get your site on the first page of results. Everyone else has heard the same statistics, and everyone else wants to be there too.

Waiting for weeks or months for certain keywords to reach the first page of Google can be a serious liability if your keywords haven't been tested in the marketplace. Some keywords get high search volume, but don't "convert" well, meaning that some lookups are primarily for free information rather than something to purchase: e.g. "weight loss tips" vs. "weight loss system". You might find that "weight loss tips" gets far more searches to your landing page, but that a much higher percentage of visitors from "weight loss system" search traffic actually click on your "Buy" button.

Google AdWords offers a quick and relatively easy way to boost your targeted traffic. Compared to SEO, it produces results **quickly**. You can test conversion rates on different keywords, headlines and subtitles in one or two weeks — sometimes in a matter of days.

What is Google AdWords?

Google AdWords is a consolidated advertising platform that allows advertisers to reach their target audience in over 150 countries using English or local languages. The platform was originally created to serve text ads on Google Search results pages under the “Sponsored Links” section only (Fig. 1-1).

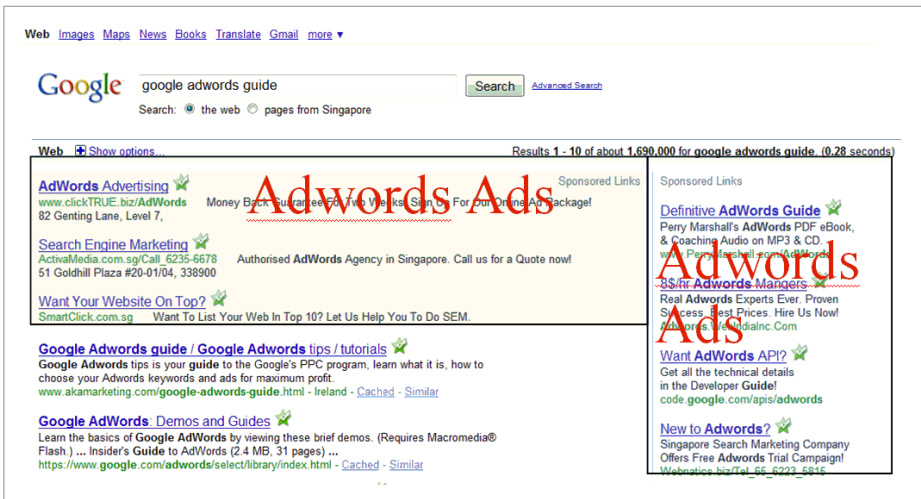


Fig. 1-1. This screenshot shows some examples of AdWords in the wild.

Over time Google AdWords began to allow advertisers to also purchase ads across the Google Content Network. The network is made up of millions of sites and reaches approximately 75% of global internet users.

This *Pay Per Click* format, where advertisers pay for each click-through Google generates for them, has expanded to cover image ads, flash banners and video ads.

ROCK* TIP

Google AdWords is often referred to as SEM (Search Engine Marketing), PPC (Pay Per Click) or CPC (Cost Per Click) advertising.



The screenshot shows a forum page for 'WAREZBB' with a banner ad highlighted by a red box. The banner ad features the 'ovi' logo and the text 'Download social apps for your Nokia mobile.' and 'BEST FREE AI 2009'. The forum page includes a navigation bar, a header with the site name and tagline, and a main content area with various forum sections like 'Announcements', 'Listings', and 'Topics'.

Fig. 1-2. An example of a banner ad.

How Does it Work?

The Functionality

Google makes it easy to start using AdWords. Choose some **keywords** you like, write an **ad**, define your **target audience** and you're ready to roll. Every time someone does a Google search using your keywords, your ad appears in the "Sponsored Links" section beside their search results.

The concept is simple, but that doesn't mean creating a successful AdWords campaign is easy. It takes effort and careful planning to help your AdWords campaign reach its full potential.

Search Engine Marketing

The end goal of search engine optimization is to push sites to the top of the organic results in search engines. Search engine marketing (SEM) expands on this concept, encompassing not only organic search listings, but sponsored listings as well.

There are thousands of search engines in operation, from [Google](#), to [Baidu](#) (China), to [Naver](#) (Korea), to [Yahoo](#), to [Bing](#). They all have one thing in common: people use them to find what they're looking for.

Because of this, SEM is a unique marketing strategy because consumers are already looking for the product or service right at the moment your ad is shown to them. While most advertising is interruptive, trying to grab the audience's attention whether they want to give it or not, search engine marketing connects products and services with the people who are actually looking for them.

ROCK* TIP

Google AdWords (or Search Engine Marketing in general) is effective because it helps advertisers reach interested audience at the precise moment that they indicate their need.

We often refer to this as the "magic moment."



What Can AdWords Do for Me?

Let's talk about the main benefits of using Google AdWords.

- **You reach the right audience.** By selecting the right keywords, you can capture searchers who are already looking for a product or service like yours. For example, a searcher looking for a website template will probably search for "HTML template" or "CSS template".
- **You promote the right message.** By using a headline and two lines of descriptive text in your ad copy, you have the opportunity to communicate the main benefits of your website, service or product, to potential customers before they've even visited your site.
- **You only pay for engagement.** You only need to pay if someone clicks on your ad, but your ad will still be displayed on search results regardless.

- **Campaigns are easy to start and manage.** Anyone with a website and a credit card can have their ads live on Google in 15 minutes. You can stop campaigns whenever you like and make changes and tweaks easily.

Pricing

Text ads are charged on a *Pay Per Click* (PPC) basis. This means that every time someone clicks on your ad, you have to pay a set amount to Google. This ranges from \$0.02 to over \$100 per click, depending on your chosen keywords. You'll always know what your *cost per click* (CPC) will be before you launch your campaign. Google's PPC advertising has been enormously successful, unfortunately meaning that the CPC of many popular keywords has skyrocketed over the last few years.

2

Keyword Research

The keywords you choose to target will determine who sees your ad. You need to pick keywords that are already being used by your target audience to look for websites, products or services like yours. This may sound a little like mind reading, but it's not as hard as you think.

First, let's quickly go through the five key steps to picking the best keywords for your campaign:

1. If someone was using Google to look for your kind of website, product or service, what would they type into the search box?
2. What other searches could someone plausibly use? Each search, such as "low fares", "cheap tickets" or "discount travel" is a keyword. List potential keywords to describe your product.
3. Use the Google AdWords Keyword Tool to generate additional related keywords from your initial keyword list. We'll walk through the Keyword Tool in-depth very soon.
4. Add and download the list of keywords that you want to use.
5. Scout your competition.

In order to better understand the steps involved in creating a campaign, let's go through a couple of examples.

Example One: ThemeForest

Our first example is [ThemeForest](#), an online marketplace for website themes. The themes are much cheaper than a unique web design and are ideal for website owners who don't have the

About The Author



Chandler Nguyen has worked in the online industry for the last several years, mainly focusing on Affiliate Marketing, Search and Web Analytics.

He has worked on numerous projects specifically targeting the Asia-Pacific region for multi-national companies like Apple, ClubMed, and Citibank.

He also contributes regular articles to several magazines, and lectures at the BMG International Education in Vietnam, where he currently resides.

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In **Get Going with Google AdWords**, author **Chandler Nguyen** introduces you to the AdWords phenomenon, where you can bypass weeks or months of attempts to get your site to the top of Google search queries by bidding for keywords.

This book will help you get started with setting up simple, water-tight campaigns to promote your blog, website or business. You'll learn all the ins and outs of launching and reporting on a campaign, understanding the search behavior of your target audience, and how to generate more traffic to your site!

Find out why and how so many people are using **Google AdWords** to help them get the measured results they want!



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