

# Developing a Successful AdWords Advertising Strategy

By Victor Krumm

Each year, large numbers of sellers use a Google AdWords campaign as their biggest medium in terms of advertising over the world wide web.

Why do they use Google? Because, simply, Google is everywhere. 70% of all internet searches on the globe are done via Google. 250,000,000 million searches a day, from every country. And, tens of millions of search results display ubiquitous AdWords ads, in dozens of languages, from English to Chinese and virtually every language in between.

Additionally, Google ads are now displayed on upwards of a million websites, too! This audience, coupled with the people who use Google for their search engine, is so vast that, amazingly, AdWords now pop up nearly 90% of the time that every person on the planet goes to the web for information or entertainment..

Properly implemented, an AdWords campaign is an easy, cost effective yet powerful approach to market a company's goods and services.

At the same time, it sometimes provides better prospective results since the campaign revolves around highly targeted, highly relevant keywords that aim directly on a specific segment of the market.

With an intelligently run online advertising campaign and just a modest budget, almost anybody with a decent product or service can compete with the world's biggest advertisers.

Regrettably, the overwhelming number of Google AdWords marketers engage in AdWords campaigns that fail.

Given the vast market offered by Google, how can this be? Truth is, there are many reasons such as:

1. Failing to understand that 90% of all keywords result in too little traffic to be commercially viable. That's right. 90%!
2. Being completely in the dark as to how to find highly relevant, targeted, high traffic keywords, with few competing pages and weak competitors. Most do not realize that there are great online research tools or, for that matter, how to use them.

In contrast, a Google AdWords professional uses keyword research tools (many free) to find long tail keywords having these characteristics:

Daily traffic of 100 or higher (higher the better)

Less than 30,000 competing pages on Google for each keyword

Low strength of competition for sites on the first page of Google

Good Commercial Intent<sup>3</sup>. Paying too much for their AdWords ads and being too low in their ad position.

Very few AdWords advertisers understand AdWords Quality Score, though this is a crucial element of a successful AdWords campaign.



In fact, only a relative handful of people who advertise on Google have even heard of AdWords Quality Score!

4. Creating poor ads ad copy or, for that matter, not understanding this basic principle: Headlines (titles) often mark the difference between a successful and a failed campaign because the identical ad run with various headlines differs tremendously in its returns. Quite literally, a single word, or single letter, can have huge financial consequences.

It is not uncommon for a little change in headlines to multiply returns by five or ten times over but most webmasters who are content with creating seat-of-the-pants ads whine when their ad campaigns take it in the seat-of-their economic pants.

5. Building poorly optimized landing pages or sending all visitors to their homepage.

6. Committing common, easily avoidable, but expensive AdWords advertising mistakes.

7. Taking the easy way out. Rather than A/B test each and every ad, every landing page, they are content to go with what ads and landing pages that appeal to them instead of to their targeted potential customers. For these folks, unlike Apollo 9, failure is the realistic option.

8. Failing to maximize the performance of their best keywords through the amazingly simple but powerful "Peel & Stick" Strategy that can skyrocket CTR and profits.

Significant Google AdWords profits are likely to elude those 90% of Google advertisers who operate on a "Build it and they will come" strategy. But, the failure of the many presents a Golden Opportunity to those webmasters who take the time and expend the effort to learn how to advertise with Google.

Successful marketers make use of tools to ferret out the best traffic-generating keywords, write highly targeted keyword rich ads and landing pages, avoid common mistakes, and test, test, test.

For these entrepreneurs what was true for Apollo 9 is true for them: failure is not an option.

But, success and profits are!