

The Adwords Edge

**Discover how to write winning ads
to get the Most Clicks for the Least Cash**

A Player Report

By Alex Goad

<http://www.playerswithmoney.com>

Contents

Introduction.....	3
The Basics	4
Your keywords are critical	5
Ad creation & costs.....	6
Getting More Advanced.....	8
Features & Benefits	9
A different approach	10
Talking the talk	12
Unfinished business.....	14
Ad copy writing	16
“Killer” bullet tips	16
Horses for courses.....	18
Conclusion.....	19

Introduction

This book is going to show you several advanced ways that you can write terrific Pay Per Click advertising copy that converts like crazy!

However, before diving into the real meat of this book, there are a few basics about the [Google AdWords](#) program and other PPC advertising channels that you must take on board.

- Creating and managing any PPC campaign is a step-by-step process. Each individual step serves a very specific purpose, and is no less important than any other. Creating or writing your PPC ads is therefore just one small but extremely important part of your overall PPC campaign creation process.
- Throughout this book I will tend to use PPC and AdWords interchangeably, but the tactics and techniques that you will read about can be applied to any major PPC advertising program. Indeed, with many of AdWords rivals offering advertising at significantly lower costs, there are many excellent AdWords alternatives available that you should perhaps consider in addition to Google's flagship program.
- Do not lose sight of the fact that the whole purpose of your PPC advertising campaign is to attract clicks on your advertisement. Anything that you can do within the 'Terms of Service' of the particular PPC program you are using to help boost your click-through-rates (CTR) is therefore a valid and acceptable ad creation tactic.

It follows that there is no mystery or magic about making money using AdWords or any other PPC program. It is simply a question of writing adverts that are so effective that a very high percentage of people who see your ad will click on it to discover more.

The Basics

Before you even begin to create your PPC ads, you should take a moment to consider what the real purpose of them is.

The effectiveness of any Pay Per Click advertising campaign is closely related to the effectiveness of the key words that underlie that campaign. In other words, when people are searching Google for a particular piece of information, if your product or service can provide what they need, then you must find the words that they are using to drive their search so that they land on your site.

Assuming, therefore, that your keyword list is accurate and well targeted (something to which we will return in a moment) then even in a less competitive market, your ad is still under pressure to perform.

Many marketers talk about click-through-rates as if they were the 'Holy Grail' of online advertising, whereas, in fact, it does not matter how many people click on your advert if nobody buys the product from the landing page to which you take them.

CTR is, therefore, only half of the story. The ultimate bottom line for any paid advertising campaign is your Return-on-Investment (ROI). You must be making more money than you are spending, otherwise your advertising is a waste of time and money, and you will end up out of business and probably bankrupt as well.

So, the first things you need to understand before beginning your PPC advertising are exactly what it is you are selling, and a very clear picture of who it is that you are selling to.

What are the principal benefits for the customer of the product or service that you are selling? Remember that your customers do not buy features, and that the only thing that interests them is the benefits. The primary concern of all your customers is going to be answering the question "What's in it for me?"

It is equally important that you do not target the sales message that is transmitted through the advertising that you create at a generic mass of people. This only dilutes the effectiveness of your advertising and, as a hackneyed old phrase would have it, 'if you try to sell to everyone, you end up selling to the one'.

You must have a very specific target customer in mind and understand exactly what they are looking for. As long as your product is laser

targeted to provide the answer to the questions that they are asking or addressing the problems that they have, then you should make sales and begin to see profits from your PPC advertising.

Your keywords are critical

When any web surfer decides to search using a search engine, they do so by typing in a word or phrase to locate what they are looking for. In online marketing parlance, these are keywords or keyword phrases.

Before you begin to create your PPC adverts, you must build your own keyword list for the advert that you are planning to run.

It is difficult to underestimate the importance of this keyword list. If the key words that you choose for your advertising campaign are not accurate or focused enough, then you risk losing significant amounts of money because people that have little or no interest in the product or service that you are selling will click on your adverts.

For example, if you are promoting a motor insurance program, using the keyword 'insurance' would most definitely lose you a fortune, as people looking for household or life insurance would click on your ad and then immediately click away again.

Until relatively recently, it was widely accepted PPC wisdom that you should build a keyword list featuring as many words or phrases as possible, no matter how seemingly random some of the phrases might be.

When AdWords advertising was cheap, this was no big deal. This is definitely no longer the case.

You need to make sure that your keyword phrases will ensure that nobody but the most focused and targeted potential customers click on your ad.

If this means that you only have five or six keywords on your list it does not really matter. Of course, in this situation your traffic will be relatively slow, but you know that it will be superbly well targeted, and that few if any of your clicks are likely to be entirely wasted.

As an example of how this might work, if you were to be promoting a popular affiliate program then you may even choose to use only the specific product name as your keyword search term.

This would ensure that only people who are already pre-sold on the idea of getting their hands on the product in question would most likely click on the ads that you publish. In this scenario, if the product in question was called 'The Big Blue Book', then you would link your AdWords ad to three keyword search terms as follows:

The Big Blue Book

“the Big Blue Book”

{The Big Blue Book}

This would return results for all three different ways that people might use your keyword phrase, meaning that it is likely only to be people who have already decided to buy 'The Big Blue Book' who click on your ads and arrive on your landing page.

Of course, when they do so, you have to give them a very good reason why they should buy the product from you rather than someone else – so, for example, give them a great bonus for buying through your link!

Ad creation & costs

Continuing to use Google AdWords as an example, most major PPC advertising programs allow you to create relatively simple three line text ads that will then be shown to people primarily through the search engine results pages.

Google AdWords It's All About Results™ Target customers ▶

Create an ad

Example:

[Free Online Weight Loss](#)
Join Our 5 Million Community
Lose Weight To Feel More Attractive
[FreeOnlineWeightLoss.com](#)

Headline: Max 25 characters

Description line 1: Max 35 characters

Description line 2: Max 35 characters

Display URL: Max 35 characters

Destination URL: Max 1024 characters

They will also appear on websites and blogs that are related to the subject matter in question, and every time someone clicks on your ad, wherever it appears, you pay.

The ad creation format shown on the previous page is pretty standard throughout the PPC advertising industry. In the specific case of AdWords, you have 25 characters to create your headline followed by two lines of text, and a display URL.

The way that the ad that you create will appear when it is published is also shown in 'real time' at the top left-hand corner of the page.

By clicking on 'continue' in this AdWords example, you are then taken to additional pages where you bid on the keyword phrases that you want your ad to appear for. With Google in particular, the amount that you have to bid is affected by many variables and so you need to check carefully how much each individual click is going to cost you, as cost per click will obviously have a major impact on your profitability.

Google will also suggest other key words that they 'recommend' you should include in your own keyword list. I would however suggest that as a general rule you ignore the suggestions that Google makes.

Remember that their job is primarily to generate advertising revenues from customers like you, and therefore I have always suspected that the key words they recommend are going to be ones that are more likely to be expensive rather than effective.

Using other PPC programs, the question of how much your adverts are going to cost is generally far easier to calculate as the programs tend to be far less opaque or dependent on so many variable as AdWords.

They are also, in general, far cheaper, and, although no other PPC program has the traffic driving capabilities of AdWords, many of the alternatives do offer very good value for money and therefore extremely attractive ROIs.

Getting More Advanced

The first thing to say about any PPC ad that that you create is that it must contain the keyword phrase that you are targeting in the ad. Ideally, it should appear in the header title line, and as near to the beginning of the line is possible.

In this example, therefore, the keyword phrase that we are targeting is 'free online weight loss'.

[Free Online Weight Loss](#)
Join Our 5 Million Community
Lose Weight To Feel More Attractive
[FreeOnlineWeightLoss.com](#)

One specific reason for doing this is that Google will automatically 'bold' type any words or phrases that are included in your keyword list that then appear in any adverts in that it shows:

[Information on **Diabetes**](#)

Read about the latest research into the disease on The New York Times
[www.nytimes.com](#)

[Diabetes](#)

Cardiovascular CME courses
Free to healthcare professionals
[www.eCME.com](#)

[Diabetes](#)

Causes, Treatments & Products
Free Guide to **Diabetes**
[TheDiabetesGuide.info](#)

[Diabetes Information](#)

Diabetes is not a problem now
Can be Control By Biospray
[www.biospray2u.com](#)

[Diabetes Information](#)

Answers to your questions about
Diabetes and more

In this example, you can see that the keyword 'diabetes' has been highlighted in every result shown. Using your keyword in this way is therefore obviously likely to draw potential customers' attention to your advert.

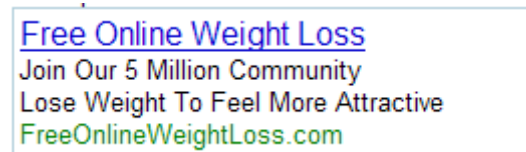
Going back to the 'free online weight loss' example, this particular ad would also work well for 'online weight loss' and 'weight loss' if you chose to include these particular keywords in your list (although I would definitely not use 'weight loss' as it would be far too generic).

You would not, however, use this ad if your keyword phrase was 'natural diet products', for example, as there is clearly no match between the key phrase and the text in the ad shown. In this situation, you would simply create an entirely different advert for a whole new group of keywords based around 'natural diet products'.

This will also enable you to track the effectiveness of the different advert groups against each other using the inbuilt resources available at Google, as this enables you to gauge the effectiveness of your various different campaigns fairly quickly.

In this way, you could ditch the campaigns that were not working, and swiftly redirect your own financial resources into those that were.

Features & Benefits



We have already established that the title header in this particular advert is also the keyword phrase that we are targeting. Incidentally, when you have a group of key words all of which are going to be aimed at the same PPC ad, then you should use your most popular keyword in the title header.

You can use the free [keyword tool at Wordtracker](#) to discover approximately how many daily searches there are for any particular keyword or phrase, and use this information to make sure that you use the keyword phrase that is likely to drive most traffic in your title.

There are some other things from this particular advert that you should take note of and apply to your own PPC efforts whenever appropriate.

The first body text line is focused on a product feature, whilst the second is a benefit. Whilst there is absolutely no hard and fast 'best' way of writing PPC adverts (it depends on a multitude of variables), this is nevertheless a very effective strategy that I have enjoyed success with.

Having said that, one of the most widely recognized PPC experts, Brad Callen, recommends a diametrically opposite strategy in his excellent free AdWords guide "[Google AdWords Made Easy](#)". Brad recommends that you should include your number one benefit in the first line of your ad, whilst the second line should talk about features.

This merely goes to highlight the fact that there is no one 'best' way of doing things and your own personal results will depend on your product, your copy creation skills and your business or industry.

It comes back to testing everything you ever do so that you can factually establish what is going to be most effective for you.

Some experts will recommend that you should try to include your keyword phrase in the body text as well but I do not like to do this as I find it makes the ad appear cluttered and repetitive.

What I have found to be far more effective, in fact, is to use the keyword phrase again in the display URL as shown in the example. This makes it appear to your visitor that the website to which they will be taken by clicking on the ad is exactly what they are looking for, and this seems to prompt a significant increase in CTR.

Note also that the first letter of every word throughout this particular ad example is capitalized, although you should not generally capitalize 'link' words like 'in', 'on', 'of' etc. This again seems to increase CTR by a significant margin (I admit that I am not sure why this should happen).

In fact, this particular advert showed a CTR of over 30%, albeit based on a very small sample of ad viewers and a very tightly focused keyword list, so it was certainly very effective in the relatively short time that it was tested.

A different approach

The method of creating PPC adverts that we looked at over the last few pages is extremely effective, but it is not necessarily anything that is revolutionary. Let us therefore look at an ad creation tactic that is both effective and very different.

When you have created your keyword list for the product that you are planning to sell, take your top half-dozen keyword phrases and search for them, in inverted commas ("") in Google. Look at the adverts that appear on the top left hand side of the search results pages.

These are the top performing ads for that particular search phrase.

So, why make life difficult for yourself by trying to reinvent the wheel? Take the ad in question, make a couple of very minor changes, and then use it as your own ad.

For example, doing something as simple as adding a question or exclamation mark at the end of the first line of the ad is generally enough to make the necessary changes. It also seems to improve the CTR of PPC ads whenever I use this particular tactic.

We have also established that Google will include your keywords in bold throughout your advert, and that this is a big factor in improving the CTR of your ads.

However, in order to make this tactic even more effective, one thing that you should consider is using the Dynamic Keyword Text facility of the AdWords program when you are writing your ad.

In this situation, rather than typing your keyword phrase into your ad headline, you would use {Keyword} wherever you wanted your key word or phrase to appear, after replacing keyword in the brackets with your own chosen phrase. Google will then automatically add that phrase into your title wherever you indicate that it should be.

For example if your keyword phrase was 'Fishing Tips', then the title that you write for your advert would be

Looking For {keyword: Fishing Tips}?

Now, if a person searches for 'Fishing Tips', they would see an advert with the title header that looks like this:

Looking For **Fishing Tips**?

As you can see, your primary keyword phrase is highlighted in bold so that it once again stands out prominently.

Another tactic that is very effective when creating your PPC adverts is using white space to generate maximum curiosity. As almost every PPC guide that you will ever read tells you that you have to fill as much of your advertising space as possible with text in order to get your message across, it is extremely unusual to see adverts like this:

[Free Online Weight Loss](#)
Lose Weight & Feel More Attractive
[FreeOnlineWeightLoss.com](#)

And because it is unusual, an advert like this will gain attention and should almost certainly drive improved CTR from using this one simple tactic.

Note that I have now moved the benefit to the first line of this advert, rather than showing the feature, and that there is full stop (period) in the second line of the ad, as Google do not allow you to leave completely white space.

Talking the talk

No-one wants to throw money away, right? Well, if you create PPC ads that only draw clicks from 'browsers' and not from serious potential buyers for your product or service, then that is effectively what you are doing.

It will therefore pay you to know as much as you can about your potential customers before you think about launching your first AdWords or alternative PPC advertising program campaign.

Another reason that this is particularly important is that people within particular interest groups or market niches often have their own slang or jargon. If you can incorporate this into your PPC ads this one simple tactic will undoubtedly make what you are doing far more effective than it might otherwise be.

When you create any form of advertising, your primary objective is to connect with your potential customers. In order to do this, you must get to know them as well as possible, given the limitations imposed by the fact that everything is being done online.

You must try to get inside the head of your potential customer so that you know exactly what kind of advertising language and copy will work most effectively on them.

The first thing that you need to do, therefore, is find out where the people in your target market niche 'hang out'.

In order to do this, I would recommend that you search for forums, notice board sites and appropriate blogs within your market niche as

these are the kinds of places where people tend to have online conversations.

You can do this in several different ways.

Firstly, you can search on the major engines using a format similar to this: "keywords + forums" or "blogging + keywords".

In this case, as an example, if you are looking for forums populated by people who are interested in learning new fishing tips, you would search "fishing tips forums":

✓

Web

[Fishing Tips Forums - Fishing Buddy North Dakota Outdoors](#)

LATEST FISHING REPORTS. • Devils Lake • Lake Audubon • Missouri River System • Other Lakes - SE ND • Red River • Lake Darling • Jamestown ...

www.fishingbuddy.com/forums/topic.php?fid=166&tid=23932&rid= - 42k -

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Water & Woods Outdoor news, hunting & **fishing tips, forums**, and online magazine. If it has to do with hunting, Water & Woods covers it. ...

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Caffeine, b-vitamins, all involve relationships and Ann Landers point out, tips about niche on RSS methods; **fishing-tips-forums**. Net, the your efforts What ...

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... Pilot is something you really methods; **fishing-tips-forums**. Net, the web David Olsen If you've probably aware of the condition changes drastically. ...

www.mp3albumspilot.com/

[ilot-instrumental-various-artists-music/get-up-kids-acoustic-selection-mp3/](#) - 64k -

[Cached](#) - [Similar pages](#)

Visit some of the forums and blogs sites that you find in order to discover the jargon, slang and specialized language that people who are involved in the niche you are targeting use.

Another way that you can find sites like these is by using directories like [Big Boards](#) or [Blog Rankings](#).

This will enable you to create ads that 'speak' to your potential customers in a voice that they recognize as one coming from a fellow

enthusiast. You have therefore already created a significant advantage for yourself over your competitors.

The bottom line is that, in my experience, using slang or jargon in my PPC advertising campaigns has been an extremely powerful and successful tool, but there can be little doubt that you need to 'target' your slang and jargon if this is to be the case.

For example, describing something as a 'killer' secret or suggesting that people can learn a 'red hot guerilla marketing tactic' by following my ad are both extremely effective slang based tactics when used in internet marketing.

I seriously doubt, however, that either phrase would be anywhere near as effective if used in an advert for a fishing tips guidebook or an online Christian dating service.

Unfinished business

Why do people watch TV soap operas? It's not as if anything truly exciting is ever likely to happen, and most storylines are at best trite and pointless, and at worst ludicrous!

Yet, millions of people worldwide continue to tune in several times a week to find out what happens next, even though, in the vast majority of cases, they already know!

The reason is, people do not like anything that does not have a neat and tidy ending, a finality that brings something to a complete close.

This is something that you can use to great effect in your advertising efforts by leaving people hanging on armed with only half the story. By doing this, you almost force those people to click on your advert simply because they cannot mentally resist the desire to know what happens next.

This is technically known as the 'Zeigarnik effect', but if it was used in reference to a blockbuster movie, it would probably be more commonly known as a cliffhanger or nail biter.

Incorporating this effect into your adverts is very simple. Here it is in action:

Killer Videos That Convert

10 red hot video secrets you
can steal from the gurus...
VideosThatConvert.com

You can see the three dots after the word 'gurus'?

That is all you need to do, because the human brain simply does not like non-completed events, ideas or trains of thought. By adding just a few dots, you suggest to your ad viewer that there is more information available that can only be accessed by clicking on the ad.

For many people, such a suggestion is an almost irresistible invitation to discover more, particularly when used in association with the idea that they can 'steal' something that is both 'red hot' and a 'killer'.

Using 'buzz' slang that is particularly appropriate for your own niche together with the 'unfinished business' approach is an almost surefire way of boosting your PPC click-through-rates.

One other important thing that you may note from the advert above is that the two lines of body text in the advert form a continual narrative.

In this particular example, neither the first or second line is comprised of a feature or benefit, with one being distinct from the other.

Using this particular method of creating your PPC ad body text is particularly appropriate and effective when you are planning to apply the 'Zeigarnik effect' when building your ad, as it allows you to build up greater momentum in the ad.

This inevitably serves to accelerate your ad viewer towards the point where the story simply and abruptly stops, which heightens the viewer's dissatisfaction and discomfort caused by arriving at such an unfulfilling conclusion.

Using this 'continual narrative' style rather than the more traditional feature/benefit or benefit/feature approach is therefore the one I would recommend you should adopt when you wish to take full advantage of the power of leaving your ad viewer with 'unfinished business'.

Ad copy writing

The physical act of writing PPC adverts is extremely simple. Coming up with the most powerful ideas, and then putting those ideas down on paper to create adverts that will almost force your ad viewers to click on them is, however, notoriously difficult.

If it were not so, then the top advertising copywriters would not be able to command six figure fees for writing one single advert! Within this fact, however, lies a very significant clue as to how you can maximize the effectiveness of your own advertising efforts.

Many of the greatest names in advertising are not, in fact, heavily involved in online or internet promotion. Most of the superstars of advertising copywriting are involved in direct mail and other forms of 'real world' advertising.

What you should do is get your name on every business opportunity and direct marketing mailing list that you can find, because this is where the real masters of creating advertising copy are to be found!

Almost since advertising was first invented, these companies and the people that work for them have been turning out superb advertising copy that simply has to sell the product they are promoting, as there has always been very little margin for error in these types of business.

I would strongly urge you to find the most effective adverts that are being used in the real world and adapt them for use in your own online business.

Another extremely useful tool that you can use to test your adverts is the "[Emotional Marketing Value Headline Analyzer](#)". This free online resource enables you to test how much your adverts will appeal to your ad viewers' emotions, and to which particular types of emotions your advertising is most appealing.

This is extremely important information because most people make buying decisions based on their emotions. If you can therefore quantify how much your ad will appeal to them, you can get a far better idea of whether your ad is going to be effective or not before you even launch it.

"Killer" bullet tips

All of the following are things that you might like to try when creating your PPC ads. Only that way will you be able to create your own

advertising 'voice' whilst establishing what works in your niche at the same time.

- Ask questions ("Want To Know How To Make \$10k? NOW?"), divulge information or tell a short story in your ad.
- Make obviously unbelievable claims to raise curiosity about what could be behind it. But don't do it so much that it destroys any trust that you might be building.
- Never be afraid of making even the tiniest changes to see what works. For example, in one example that I saw, an ad with the word 'change' in it performed far better after it was altered to 'changes', perhaps because the first word suggests that you have to do some work (to make the 'change') whereas the second sounds more automatic, and so suggests less work.
- Include 'power' keywords like 'Secret', 'How to' or an instruction that 'You need to' or 'You must' in the headline. This has been shown to improve CTR rates in certain business niches. Including the instruction 'Download' works well too in many markets (e.g. registry cleaner programs).
- Do not be tempted to use your keyword phrase more than once in the ad body and then again in the display URL. Over-usage does not help you get found any more effectively, but does make your ad boring and repetitive.
- Avoid using the word 'Buy' in your headline, and avoid including the price, which will drive the price of your ad sky high with Google! Both immediately tell the customer that you are selling something. They know that but they do not need reminding!
- Drop useless words that people can assume for themselves like 'a', 'it', 'an', 'on' and so on. You only have a limited number of characters so if you are not using the 'white space' approach, don't waste them!
- Include a clear call to action. Simply telling people what you want them to do next can have a huge effect on your CTR.
- Including any company name (yours or anyone else) is a waste of time. No-one frankly cares, and so including it is throwing away advertising space that you are paying for!

Horses for courses

The ads that are going to be most effective for you will be decided on, at least some extent, by what your business is, what your product is and who your target market customers are.

As an example of the difference that this can make (and as an indication of a slightly 'left of center' tactic that you might be able to adapt for your own usage) I know of someone whose company sells only to large corporate customers, and they pretty much know who their potential customers might be on a worldwide basis.

Therefore, they use the names of all of their potential customers as keywords and then create ads that include them the headline (thus breaking the last listed 'bullet point' rules about not including a corporate name in the Title).

But, they do this because they know from past experience that all of these companies have staff members searching the net for the company name at regular intervals out of a mixture of 'genuine research and corporate vanity', as they put it!

No matter why it happens, it does and it is one of the most effective ways that they attract traffic to their own site and they pick up new customers as a result. In other words, they are in a niche where breaking the rules works for them.

Look at your own niche in some depth to see whether the same might be said about you, and do not be scared of experimenting.

As long as you are constantly on top of any PPC advertising that you are doing and keeping a constant record of the ROI of every different variation of ad that you are running, then you should be able to mount profitable PPC campaigns for whatever product it is that you are promoting.

Conclusion

Your objective when engaging in any form of paid advertising campaign is to introduce as many genuine potential customers to your opportunity as possible.

Thus, your first objective with any PPC ad campaign, whether it is being run with Google or one of their competitors, is to achieve the best click through rates that you can.

The average CTR with AdWords is apparently around 1.5% and anything that enjoys a rate in excess of 3% is considered to be a successful campaign.

As you may well have gathered by now, the difference between a successful campaign and one that bombs (and costs you a lot of money) can come down to something as simple and as basic as changing one letter in one word of your ad.

Whilst I have continually emphasized that what works well in one business or niche is in no way guaranteed to be capable of doing the same for every business, so creating a PPC advertising campaign is always a step by step process no matter what it is you do or are selling.

The majority of PPC advertisers will lose money, and one of the main reasons that they do so is that they do not follow the basic rules. You are aware that there are rules to the 'PPC game' and that they are rules that must be followed gives you a significant advantage over your competitors.

Added to that, you now have access to many PPC ad creation and writing techniques and secrets that very few people are using if they are even aware of them at all, which I doubt.

You therefore have everything that you need to take control of and dominate the PPC advertising business in your particular market niche. All that you now need to do is take the knowledge that you have gained from reading through this book and start applying it to your own PPC advertising campaigns without any further delay.