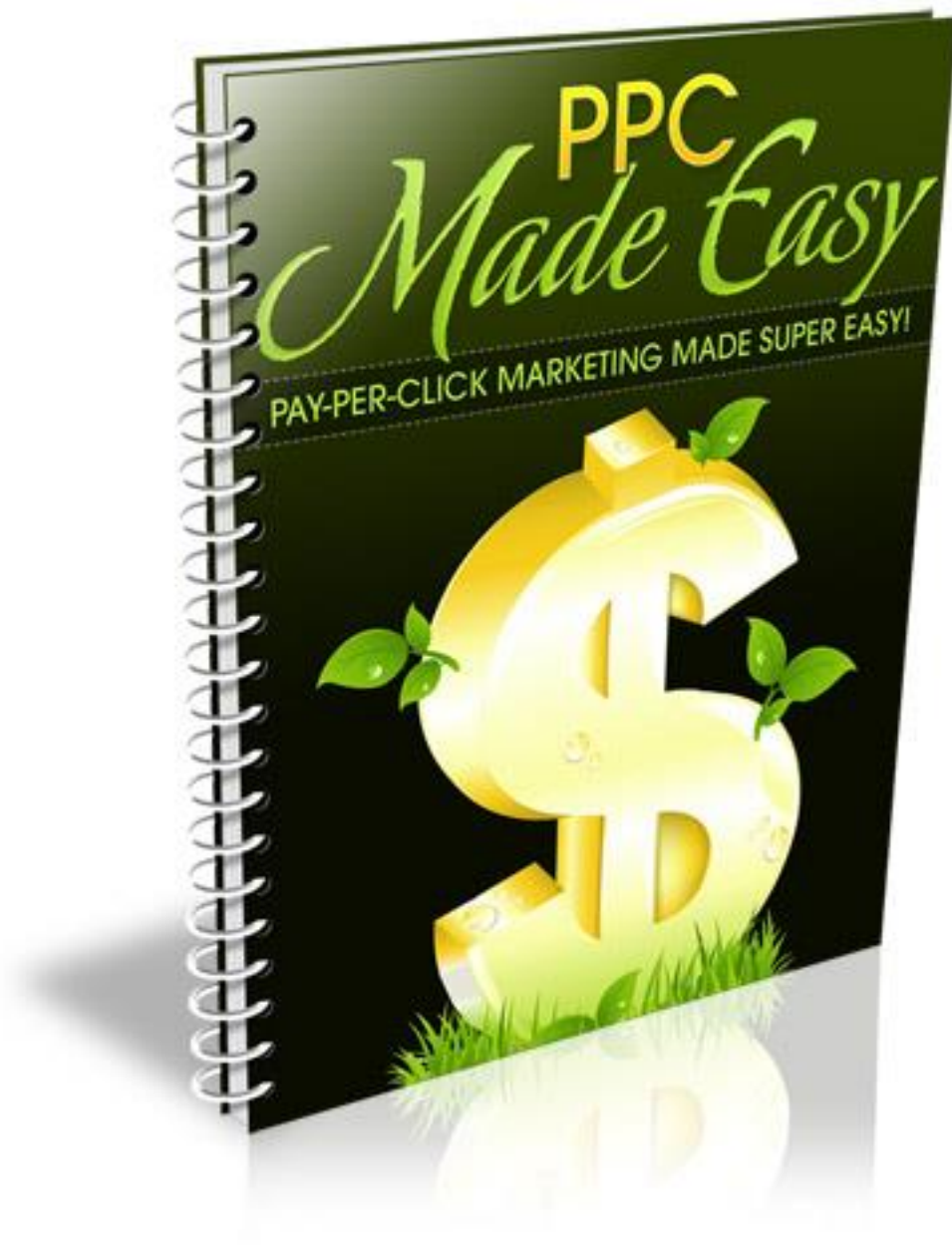


## PPC Made Easy

[www.Your-Domain-Here.com](http://www.Your-Domain-Here.com)



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## **Introduction To PPC Made Easy**

When it comes to creating powerful and effective PPC Campaigns, there are many diferent factors to consider.

From developing targeted landing pages, to constructing keyword-driven advertisements that truly communicate with your target market and motivate them to take action, you need to focus on every element of your PPC campaign in order to create the most responsive, targeted and effective ads possible.

This free report offers a quick snapshot of just some of the important components in creating a successful PPC advertisement.

For the complete guide to making money with PPC campaigns, please visit <http://www.Your-Domain.com>

Let's begin.

## **Locating Targeted Keywords**

Keywords power your PPC advertisements. They are the "engine" that triggers your ads to appear based on user searches; therefore it's crucial that you choose your keywords carefully.

If Google does not view your ads as being relevant, your ads will not show up in searches and will not be seen by Google's users.

Your keywords, ad groups and landing pages should all make use of relevant keywords and build upon one another, helping to power your PPC advertisements.

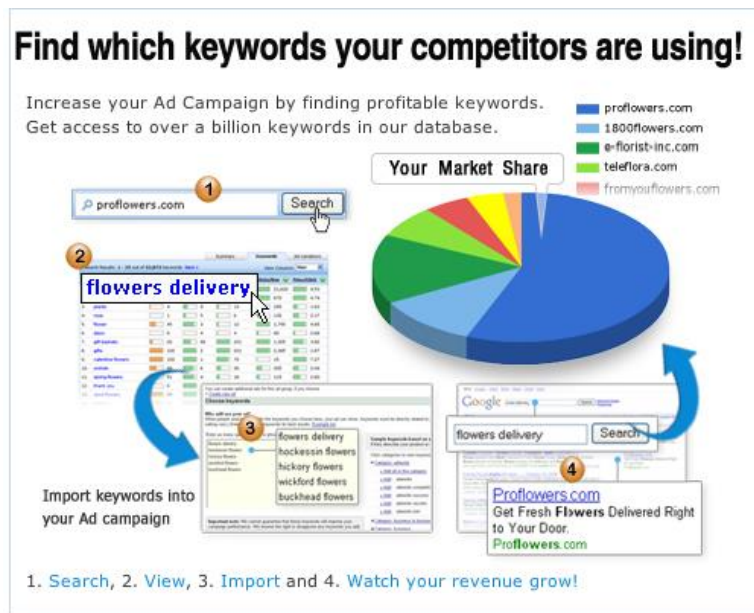
It's vital that you include only RELEVANT, TARGETED keywords into your PPC campaigns. One of the biggest mistakes that new PPC marketers make is in 'mass assigning' keywords to their PPC campaigns.

They believe that if they simply throw in a ton of keywords, they'll gain a higher level of exposure. In truth, using irrelevant keywords will not help your campaigns at all, and in fact, will actually work against you!

So, the more focused your Google AdWords campaign is, the better.

Concentrate on relevant, high converting keywords and your campaign will be more successful terms of how often it is appears, number of clicks, and the cost-effectiveness of your ads.

One great way of discovering the keywords that will produce the most traffic is by using <http://www.KeywordSpy.com>



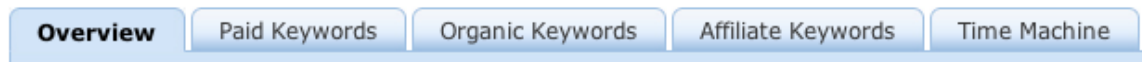
What this tool does is help you determine what keywords your competitors are using. You simply enter in a domain name or a keyword and the search tool will locate competitors in your niche market.

Simply enter in keywords to locate PPC marketers competing for the same keywords, or enter in a specific website URL to find information relating to

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a certain competitor that you are interested in evaluating. (in other words, what they are doing and how they are doing it successfully).

Here is what the different tabs mean:



### **Paid Keywords**

The sites that are listed under "Paid Keywords" represent current PPC marketers who are bidding on the keywords that you entered.

For example, when I enter in "Affiliate Marketing", the following results appear:

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**Overview** Paid Keywords Organic Keywords Affiliate Keywords Time Machine


Select Market: United States


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### Competitive Intelligence Report: affiliate marketing

#### Pay-Per-Click Competitors

- [hydranetwork.com](http://hydranetwork.com)

	Paid Keywords	Organic Keywords
	Keywords found: 1,527 # Competitors: 0	Keywords found: 107 # Competitors: 0
- [google.com/adsense](http://google.com/adsense)

	Paid Keywords	Organic Keywords
	Keywords found: 14,167 # Competitors: 100	Keywords found: 0 # Competitors: 100
- [ThePlanet.com/Affiliate-Program](http://ThePlanet.com/Affiliate-Program)

	Paid Keywords	Organic Keywords
	Keywords found: 618 # Competitors: 0	Keywords found: 0 # Competitors: 0

## Organic Keywords

These are websites that are targeting our keywords within search engine results by implementing on-page SEO (using keywords within title, meta tags, content, etc).

## Affiliate Keywords

These are marketers who are targeting our keywords within affiliate marketplaces like ClickBank.com, ShareASale.com, MaxBounty.com, Amazon and even PayDotCom. Within this section, you will see three additional tabs, "Overview, Products and Affiliates".

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Overview will provide you with information on the top products being promoted.

Products will show you different products that are being advertised, and Affiliates will show you a listing of top affiliate marketers.

### **Time Machine**

This area displays a graph bar that features websites that utilize our keywords over the course of 9 months.

Below this information, there are two other options as well, "Summary" and "Competitors". The Competitors tab displays a listing of sites that are targeting the keywords specifically, while "Summary" displays a chart that will show you the top competitors for those keywords.

To take a deeper look at the keywords that a competitor is using, here is what you would do.

For our example, I am entering in "getting your ex back".

The following results appear:

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#### Pay-Per-Click Competitors


1. [magicofmakingup.com](http://magicofmakingup.com)

	Paid Keywords	Organic Keywords
	Keywords found: 34	Keywords found: 0
	#Competitors: 0	#Competitors: 0


2. [GetYourExBackFast.net/GetExBack](http://GetYourExBackFast.net/GetExBack)

	Paid Keywords	Organic Keywords
	Keywords found: 46	Keywords found: 0
	#Competitors: 0	#Competitors: 0

3. [GetExBack.KeyToMakingUp.com](http://GetExBack.KeyToMakingUp.com)

	Paid Keywords	Organic Keywords
	Keywords found: 48	Keywords found: 0
	#Competitors: 0	#Competitors: 0

4. [LoveReturned.com](http://LoveReturned.com)

	Paid Keywords	Organic Keywords
	Keywords found: 193	Keywords found: 5
	#Competitors: 86	#Competitors: 86

The first result is, "The Magic of Making Up". It seems as though they are focusing on 34 keywords. if I click on the number of keywords a page opens up that provides a wealth of information.

**This information is incredibly useful!**

Not only can we see all of the keywords this advertiser is bidding on but we can also see their current position for each of their campaigns, other competitors in the market and even the clicks per day (on average)!

Here is what each area means:

**ROI:** This is an estimation as to how profitable a specific keyword is.

Obviously, the higher - the better.

**Position:** This represents how the marketers websites rank within the PPC marketplace (their position).

**Competitors:** Other sites advertising for the same keyword.

**Clicks / Day:** The average number of clicks that each ad generates per day for each keyword.

**Price / Click:** The average amount that each advertiser pays for each click made to their ads.

KeywordSpy is an incredibly useful tool if used properly, and can help you discover what keywords are being used and by who, as well as how profitable they are, how competitive they are, and ultimately, how lucrative.

All you need to do is spend some time analyzing the ads that they are using.

What action words are they integrating into their ads? What titles are being used?

You can also look for "weak spots", ads that you know could be easily improved with better wording, phrasing or action words.

This is a great way to gain the lead on competitors who aren't using this same system as you are, making it easy for you to exploit the weaknesses in their campaigns and create powerful advertisements of your own – and ultimately, take the lead!

## **Creating Targeted Campaigns**

There are different ways that you can structure your advertisements, with the most common being “placement targeting”.

With placement targeting, you are able to choose an exact site that you want your ad to appear on, which means that you want to make sure that you thoroughly evaluate potential websites so that you can ensure they offer highly targeted pages, focusing on your niche market.

Rather than targeting your ad to appear anywhere on a certain site, you target the most drilled-down, focused pages from several sites, all highly relevant to your keyword phrase.

This allows you to receive approximately the same number of clicks as you would have, but for far less impressions.

This means that your CTR would soar and, since you are paying per 1,000 impressions, it keeps the price that you pay for each click incredibly low.

## **Creating Killer Advertisements**

Let's take a look at the different components of a PPC advertisement:

### **Your Ads Headline:**

This is the first thing readers will notice about your ad. Much like a headline in a newspaper, magazine or a web site, it needs to grab the reader's attention. The challenge is doing so within the 25-character limitation.

When you are first getting started in PPC, keep your headlines as simple as possible. Focus on strong, direct ad headlines that will communicate with your target audience and motivate them into taking action. Touch on emotional points, power words, and be sure to test out alternative headlines to determine which ones are pulling in the best results.

### **Ad Description (body):**

Google AdWords only gives you two lines of up to 35 characters each, so you need to make the most of this valuable space in order to solidify your message and motivate readers into clicking on your link and visiting your website.

The more compelling your ad copy is, the greater chance of success. You really need to take your time creating ad copy. Eliminate unnecessary

words and keep it clean and direct. You also want to incorporate important keywords into each ad campaign.

Play around with your call to action. People need to be shown the next step, and be given clear direction, so split test different action commands and words that trigger a positive response. It takes a bit of work, but once you've been able to create a PPC ad that converts at its maximum potential, you'll find it very easy to replicate your success on future campaigns.

Your ads CTR will depend not only on the writing style, but also on the audience you target, the product itself, and the density of the search term within your ad.

Use action words when possible within your ad copy such as "Breakthrough", "Secrets", "Revealed", "Advanced", "Powerful", "Compelling", "New", "Exclusive", "Limited", etc.

### **Display URL**

Your web site address will go here. It is best to use your real URL here (the home page of your site), rather than a URL that goes to a specific page within your site.

### **Destination URL**

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When someone clicks on your ad, where will they go?

This is the URL that should be entered for your destination URL.

You may not want to send the visitor to your home page. It may be best for them to go to a specific landing page or mini-site, and that's okay!

## **Maximizing The Value Of Every Click**

It's important to create highly targeted landing pages for each of your PPC campaigns.

Rather than directing visitors to your 'money page', you can capture leads by funneling traffic to a landing page instead. That way, you aren't forcing a visitor into making the decision to purchase or leave your site, but instead, can follow up with them at a later time.

It's been said that the average buyer has to see the same message 3 times or more before responding to it, and so by directing traffic to a landing page that features a subscription form (opt-in box), you can build a targeted mailing list of prospects, rather than losing the majority of your traffic who just might not be ready to buy.

Before you create your landing page, you need to really understand what your average customer is interested in, so that you can create highly tailored pages that truly communicate with them.

Your landing page is your opportunity to speak directly to your target audience, and remember, since you only have a few seconds to capture their attention, you want to make sure that you do your best to reach out



to them, and lure them in with a strong headline, captivating landing page copy, and a clear list of benefits

## Split Testing Campaigns

When split testing, begin with **only one element at a time**.

For example, if you change the headline on your ad, you want to make sure that everything else is left un-touched while you test the headline long enough to determine whether it needs to be improved. Then, you change another element and re-test and so on.

If you change different elements at once, you won't be able to determine what change resulted in the increased conversion rates.

Since you are split testing various advertisements, you don't have to get it right the first time, as long as you consistently work to tweak your copy until you are able to significantly maximize conversion rates.

Once you have determined what headline works best, change another element of your ad such as the body text or the destination URL.

Always test the original against the variation and give it enough time to accurately determine whether your changes have increased your subscription rate before making any permanent changes.

You also want to split test your landing pages as well.

Regardless how well you design your site, or how thoroughly you analyze each section of your landing page, there is no way that you will be able to accurately predict how well your visitors will respond to your offer, without **comparatively testing alternative layouts**.

One easy method of testing your pages and evaluating conversion rates is by using Google's Website Optimizer, a free tool that will help you run simple split tests of any websites you own.

***You can sign up for a free account at:***

<http://www.google.com/analytics/>

You will need to add a snippet of code to your page after creating your Google Analytics account. This code is given to you by Google and is available within your account once you have added and verified your website's location.

Once this code is placed on your website, Google Analytics will start tracking your visitors and traffic.

## **Final Words**

In truth, there is no short-cut to PPC success, no magic bullet or guaranteed formula that will work every time.

Every market responds to advertisements in a different way, so it's important that you thoroughly evaluate your niche to determine the best way to connect with your audience.

Split testing plays a vital role in developing profitable PPC campaigns, so you want to get into the habit of both split testing and monitoring performance so that you can improve or correct weaknesses in your marketing campaigns early on, reducing your overall advertising costs.

I wish you the best of success with your PPC marketing campaigns!