

The 3 Things You Must Pay Attention To With Google Adwords

Success with AdWords comes from paying attention to these 3 elements on a daily basis.

Here's the 3 Most Important Elements of Every Google AdWords Campaign

- 1.) Keywords - You must have the right keywords and enough of them in order to effectively reach your potential customers.
- 2.) Ads - Your advertisements must be written so that your potential customers find them attractive enough to click on them. (Clearly promote the benefits of your offer in your ad copy do not talk about how great your company is.)
- 3.) Landing Pages - Design landing pages on a proven layout. Your landing pages should have one goal and one goal only, get your visitor to take your call to action.

On a daily basis you should monitor how well your keywords are performing against your goals. If your goal is to make more sales then you should look at how well each of your keywords are converting into sales.

If you're using AdWords to generate sales leads then track how well each of your keywords are converting to leads.

You can save yourself a lot of hard earned money by deleting the keywords that aren't generating sales or sales leads. You should also use "keyword matching" options with all of your keywords. You can read about keyword matching here - <http://adwords.google.com/support/bin/answer.py?hl=en&answer=6100>

On a daily basis you should track how well your ads are performing by measuring your Click-Through-Ratio (CTR). In general the higher your CTR the better your ad is performing. The most simple way to get a higher CTR is to write your ads in a way that tells the searcher what he/she wants to see. You're probably saying, if it were that simple my ads would already have a high CTR!

Split test your ads to increase your CTR's. Google gives you the ability to split test your ads right in your AdWords account. After creating an ad you'll see a link where you can create a "new variation" of your ad. Create 2 ads and let Google split the traffic between them. After 30 clicks or so on each ad you can go to www.splittester.com and enter some data and this tool will tell you which ad is going to be the winner. Delete the loser ad and immediately create a new one to start your split test all over again. (make sure that you check the box in your AdWords settings to "rotate" your ads and not "optimize" your ads or the split test feature will not work.)

Once you have a winning ad delete the loser ad and create a new one to start your split test all over again. You want to run split tests on your ads for the life your campaigns, don't stop!

Landing page design is critical to your success. Follow proven landing page examples. If your goal is to make a sale on your landing page then make your offer clear and easy for your visitor to complete. If you want to generate leads make it easy for your visitors to register. Don't offer too many choices on your landing pages. Remember your goal is to get your visitors to take your call to action and not navigate away from your page.

Start by following Google's guidelines for building landing pages - <http://adwords.google.com/support/bin/answer.py?answer=46675>

If you follow the 3 steps in this article you'll be well on your way to more success with AdWords.

About the Author

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