The Entrepreneur's Guide to

Google AdWords

Strategy #1: Research Customer's Needs

To find customer demographic, use a simple tool - Alexa.

On the homepage, plug in your site URL (e.g., marieforleo.com) and click the "find" button.

Next, scroll down the results page to find your audience demographics.

Knowing your customers' demographics is just the first step.

You also have to understand your customer's buying cycle to run a successful Google AdWords campaign that will generate qualified leads and convert those leads into sales.

Strategy #2: Competitor Intelligence

To find out your competitor's historical data, go to Spyfu.com. On the homepage, just plug in your competitor's URL (e.g., mindtools.com).

Next, when you scroll down you'll see the organic and paid search keywords.

You can also see how your competitor's Google AdWords ads are written.

Use this table to keep note of competitor's ad keywords.

Competitor URL	Target Ad Keywords

Strategy #3: Craft a Powerful USP

A unique selling proposition (USP) is what differentiates your product or service from the competitors.

Here are a few simple steps to develop a winning USP for a Google AdWords campaign:

1. Get inside your ideal customer's head:

It's much easier to figure out what your target audience is after when you research the keywords they're typing into the search engines.

To do this, just log in to Google AdWords Keywords Planner. Type in your main keyword (e.g., iPad case) and click the "Get ideas" button.

You'll see the exact keywords your customers are searching for, along with their volume (how many times the keyword is searched for in a month) and suggested bid.

Make a note of all such keywords which are related to your product or service:

Keyword Groups	Average Monthly Search	CPC

2. Clearly explain how your business solves your customer's problems:

Your unique selling proposition has to focus on the solution that you provide. When you're explaining the solution that your offer delivers, you have to be clear about it.

3. Create an elevator pitch:

If you're not able to make the benefits stand out the instant a potential customer visits your site, you'll lose out. You need to create an elevator pitch.

To create your elevator pitch, start by defining your goal. Then you'll know what direction your pitch should take.

4. Use your USP to craft your Google Ads:

When writing your Google Ads, try to add your USP to the headline, the text, or both. This is similar to the same process that you use to integrate long-tail keywords into your blog posts.

Strategy #4: Captivate With a High-Converting Landing Page

The most important factor for an optimized AdWords landing page is relevance. When you send ad traffic to your homepage, you may lose them, especially if your homepage isn't built to convert visitors.

As a rule of thumb, you should never ask your AdWords leads to buy your product right on the landing page.

Instead, create an irresistible offer such as giveaway free ebooks, videos etc.

Strategy #5: Create Compelling Ads

To be honest with you, the headline is the most important factor in your Google Ad copy. It alone can determine your ad's success or failure. Get it right and you'll attract more clicks – get it wrong and you're going to waste money.

Here are tips for writing your ad headlines:

i). Include a number

ii). Make a promise

iii). Add the word "free"

Conversion tracking:

To set conversion tracking on your site, simply generate a piece of HTML code in AdWords that you can paste into your page's code in order to track its activities.

Helpful Guide:

Google Conversion Tracking: Complete Guide to Conversion Tracking in AdWords

Strategy #6: Optimizing Your Ads for Success

Basically, you should optimize your settings for:

Search vs. Display:

When you're running a Google Ad, you can instruct Google to show your ads on their search engine alone, and not on display networks such as other partner sites.

Set an equal ratio A/B test:

Go to the Ad Groups tab in your campaign, then add all the parameters as though you were creating a new ad group (keyword, title, ad copy, headline, URL). But make sure to check the box which reads, "Add as experiment only ad group."

Once you save, you'll see that your ad has been marked and highlighted by Google's own experiment symbol.

You should choose both search and display if you want to reach more people.

Monitoring your experiment:

After a few days, you may want to check to see what's happening. You can now monitor the difference between the control and the variation.

To monitor the difference, go to Campaign > Segments >

Experiments:

Right there, you'll be able to see both Ad Groups. Make sure to study the data because it'll come in handy when you're making a decision.