



## Pay Per Click SEM Tips

By

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This is a free chapter of the SEO Book. The SEO Book is a 104 ebook which covers all areas of SEO including:

- ✚ Keyword Research
- ✚ Page Optimization
- ✚ Internal Linking Techniques
- ✚ Site Syndication and Link Popularity Building
- ✚ And many other topics...

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## Pay Per Click Search Engine Tips

### Section 1: What is Pay Per Click?

In 1998 Overture pioneered the idea of selling contextual based advertising. You could buy search results for as low as a penny or two per click. This system has quickly evolved into one of the worlds most competitive marketplaces.

#### Why Use Pay Per Click?

Sometime you can not afford too...or simply do not want to wait. Pay per click search engines allows you to list atop search results quickly. This will allow you to:

- ✚ Prototype ideas to track demand before you invest into a new business model or are stuck footing the bill for a new site design.
- ✚ Quickly gather feedback on market conditions.
- ✚ Split test to a live audience and gather results in real time.

You can use Google AdWords to offer a free white paper about some topic from a one page website. If nobody is interested in downloading your white paper or you can not seem to get enough clickthroughs then odds are:

- ✚ the market is not yet ready for your product
- ✚ or you are marketing it from the wrong angle
- ✚ or you are marketing it to the wrong people

#### Who Should I Trust in Pay Per Click?

There are a few major players in the pay per click arena. Overture (as of writing this) currently has network partnerships that span Yahoo, MSN, InfoSpace, AltaVista, AllTheWeb and many other partners. Google AdWords have a similar distribution level being distributed (as of writing this) on Google, AOL, About, Earthlink, and many others sites...even a few of my own.

For the sake of this report I am only going to cover [Google AdWords](#) and [Overture](#). There are a few other pay per click search engines that may be worth a look **after** trying Google AdWords and Overture ([FindWhat](#), [Kanoodle](#), [Enhance Interactive](#), [Search123](#), [Epilot](#).) While beginning pay per click advertising I would recommend **only using Google AdWords and Overture**.

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## Why Use Large Pay Per Click Search Engines (Google AdWords + Overture)?

- The results will be scaleable.
- The feedback will be quicker.
- Large pay per click search engines offer many great tracking and targeting features free.
- Larger pay per click search engines generally present higher quality traffic and are less susceptible to fraud.
- It is less complex managing two or three accounts vice 100 accounts.
- It's easier to track the ROI on 2 accounts than on 100 accounts.
- Many of the extremely small search engines **never have real traffic**. You are wasting your time registering with them.

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## How Does Overture Work?

Overture is manually edited pay per click search engine. You write ads for your website and they get approved to appear in the search results on Overture partner websites. Overture bid prices are completely transparent and you can see exactly what your competitors are bidding at any given time.

The biggest benefit of Overture over Google AdWords is that **they place exact match terms over broad match terms**. This will allow you to buy a term such as "paper flowers" without having to compete with the more expensive term "flowers." To succeed in Overture you will need to do extensive keyword research and create a large detailed keyword list.

## Overture Programs:

Overture offers a [\\$10 bid bonus](#) when you open an account, but has a \$50 startup fee (which is converted to click credit), and it has a \$20 monthly minimum spend (20 pounds for Overture UK). They also have a FastTrack program where their account representatives will set up your account for a one time \$199 fee. I recommend taking the time to set up your own accounts. You know your products better and are more interested in your own success than some random Overture editor is.

Overture also offers a paid inclusion program by the name of Site Match which I generally consider a waste of money for most websites. Site Match gives your sites 48 hour refresh throughout the Yahoo! powered search products. Site Match is a one time \$49 review fee and also has an incremental cost per click. Site Match is good for sites which:

- ✚ are rapidly changing
- ✚ or are having dynamic indexing problems
- ✚ or need indexed quickly
- ✚ or need the associated tracking

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## Free Overture Tools:

Overture offers a suite of tools to help their advertisers set up their accounts.

- ✚ **Overture Search Term Suggestion Tool:** shows the frequency of searches across the Overture network for the prior month.  
(<http://inventory.overture.com/d/searchinventory/suggestion/>)
- ✚ **Overture View Bid Tool:** show the highest bidders for a specific search term.  
([http://uv.bidtool.overture.com/d/search/tools/bidtool/?Keywords=casino&mkt=us&lang=en\\_US](http://uv.bidtool.overture.com/d/search/tools/bidtool/?Keywords=casino&mkt=us&lang=en_US))
- ✚ **Overture Regional Search Term Suggestion Tools:** gives [country or region specific search frequency](#).

## Overture Search Term Suggestion Tool Errors:

Please note that the Overture search term suggestion tool tends to run high since many automated bots and bid managers scour through their partner network.

WordTracker tracks click data from Dogpile and WebCrawler. Since WordTracker makes their money by selling data vice clicks you can usually expect more legitimate traffic measurements using WordTracker. Digital Point created a [free keyword suggestion tool](#) which compares both traffic estimates.

## The Keys to Doing Well on Overture:

Deep keyword research is important since they **place exact match terms over broad match terms**. You may be able eat your competitions lunch by adding words to your general search string. For example, ***buy seo book*** or ***purchase seo book*** are both more targeted and probably cheaper than bidding on *seo book*. Seo book is certainly far cheaper than a generic phrase such as seo.

Using software or searching techniques which find spammed out guestbooks which have been visited by competitors can help you find many keyword variations. Keyword tools may help you find about 500 keywords, but the guestbooks sometimes may help you find over 5,000.

[This free tool](#) help you create a ton of keywords based on stemming and grouping words. Using that tool will allow you to quickly create hundreds or thousands of relevant exact match terms. The exact match terms will list above broad matching terms throughout the Overture network. **Making a large list of low search frequency words is the best way to win on Overture.** This is the tool I use to make up my extended keyword lists after I have already done primary keyword research. Microsoft Excel also has a similar feature.

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## Section 2: Ad Writing Tips

There are many subtle hints to doing pay per click advertising correctly. A small change in conversion rate can make a huge difference once scaled out across the entire internet. A marginal loss that turns into a marginal profit can become an automated revenue stream if you know how to write your ads correctly.

### **Use Specific Words!**

Choosing a keyword for pay per click ads is similar to choosing a keyword for search engine optimization. You do not want generic terms. Frequently single word terms bring so many competitor clicks, compulsive clicks, and fraudulent clicks that it is hard to justify having them. Single words are usually poorly targeted AND more expensive. If you get into bidding wars over general terms you are playing the game all wrong. Actually, the game is playing you.

### **Do Not Follow the Crowd:**

Bid prices may not be justified where they are. Many times people feel they need to have certain terms. Without tracking them, these people lose money and do not know why they are losing.

Sometimes people chase things which give them an inflated artificial value. If you try to do exactly what the other ads are doing you may fail. In many markets the top listed ad is losing money on each and every click.

### **Use Creativity to Lower Cost and Increase Conversion Rates:**

The way to choose a term is to think creatively. Try to imagine what your user may type into the search engine to find what you are selling. You may even want to bid on terms which exist in a question format. Think of your target audience. Maybe these terms are problems that people have. Perhaps these people do not even know your product exists.

Some of the most competitive ads in the world are magazine covers in a checkout isle. You may want to glance through a few magazines covers and table of contents to find ways to write headlines and ads that pull sales.

### **Place Keywords in Your Ads:**

Many search engines highlight the words in ads that match the users query. Placing the search term in the ad will help your ad stick out more and improve your click through rate

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### **Additional Conversion Tips:**

Many times it is not worth it to list at the top spot. Frequently trying to list at the top will cause bid wars with ego bidders. Usually listing a bit lower will improve the return on investment since you have less compulsive clickers and a lower bid price. In addition as people scroll down the ad list they do a better job of showing user intent. They do a better job of prequalifying themselves for the purchase.

If you make the ads sound compelling to the reader, you can improve your click through rate to where you get more traffic than the top ad does anyway. Try to solve a problem, show a benefit, or offer a solution to their problems.

### **Link to a Landing Page:**

Link into the exact page of your site you want visitors to see and not to your home page. By channeling all your traffic through the home page you may be telling a person that you do not care about them, and making it harder for them to convert into a sale. You may even consider adding a special page to your site that is made exclusively for that pay per click program. By linking directly into it from the ads you make it very easy to track ROI.

### **Exact vs. Broad Matching (will be explained further in AdWords section):**

Many search engines have different matching levels.

Exact match will only show for search results where the user searched specifically for your keyword, **and only your keyword**.

Phrase match will show when your exact phrase appears within the search query with the words in the same order.

Google and Overture will sometimes show broad match ads when people search for synonyms of your keywords. If your keywords appear in the search in any order your ads will display.

If you are new to pay per click you may want to use exact match until you get a feel for pay per click advertising.

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## Section 3: Customer Tracking and Bid Management

### How Tracking Works:

If you are paying by the click, you need to know what each of those clicks is doing. From the second they click until they leave or purchase.

If your server is already equipped with great tracking software it is easy to add a tracking tag on the back of your ads. Instead of your Overture listing going to <http://www.domain.com/salespage.html> have it go to <http://www.domain.com/salespage.html?source=ov+add=6+keyword=fred>.

### Tracking Software:

My favorite log file analyzer is ClickTracks. It displays the webpage in a viewable browser highlighting the click ratio for each of the links. [ClickTracks](#) also allows you to set up custom tracking tags to view traffic through different visitor paths. While the software is expensive to some at \$500, it is a steal for some commercial websites.

[ConversionRuler](#) is inexpensive suitable software if you are primarily concerned with tracking pay per click results. ConversionRuler starts out around \$20 a month. Overture and Google also provide built in conversion tracking software.

There are also free tracking services such as [Extreme Tracking](#) and [SiteMeter](#) if you want to access referrer stats easily, but I would not recommend using them for trying to track any of your pay per click statistics.

If you are a heavy spender on pay per click you will most likely want to use bid management software.

### Bid Management Software:

There are automated software programs which will track your bids and change them multiple times a day so that you achieve optimal efficiency with your ads. These programs can do various things such as: list your site relative to another website, bid gap management (list your site right where the first large bid gap is), bid trapping (bidding 1 cent underneath your competitor) and various other functions.

The best part of bid management software is that good bid management software can allow you to dynamically change the bid price from price per click to other metrics such as ROI.

If you get big into pay per click search engines and are managing multiple accounts it is worth the money to use one of these programs to help save time and money. Currently two market leaders in this field are [BidRank](#) (downloadable software) and [Atlas OnePoint](#) (amazingly top notch full featured hosted software application).

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## Fraud Prevention Software:

Most major pay per click search engines possess their own fraud protection built in to their system to protect the click price values. You should use your server logs to validate clicks if you are running a large campaign. Generally due to time overlaps and differences in reporting you may have an error up to 10%. This is considered acceptable within the industry. If your error is much larger than that be sure to notify the search engine.

If you believe your competitors are clicking your ads or you are investing heavily in a competitive market you will want to take a look at additional fraud protection. Two of the current leaders in the PPC fraud prevention software market are [Who'sClickingWho](#) and KeywordMax [Click Auditor](#). They both keep track of clicks from IP addresses over time. Even if a competitor only clicks on your ads every few days it still adds up over time. This software allows you to accumulate the evidence you need to reverse charges and potentially file a lawsuit.

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## Section 4: Google AdWords

Google AdWords gets its own extremely long section because it is exceptionally more complicated than other PPC search engines.

### Google vs. Overture:

Google (and Google AdWords for that matter) are in a battle with Overture for search distribution. One of the two search engines is distributed on nearly every major search engine or portal.

### A few Things you can do with AdWords:

Google AdWords is an advertising medium like no other.

- There is only a \$5 signup fee (which is converted into bid credits).
- You can have ads across Google's network of sites in less than 10 minutes.
- Google's broad match technology allows you to receive extremely broad distribution while keeping it quick, easy, and simple to use.
- Google's vast distribution network makes it possible to test a business model without fully investing into creating that business.
- Google AdWords has syndication which you can turn on or off to determine whether or not you want AOL users and other searchers to see your message.
- Google has a content network of sites (including a few of mine) which you can decide whether or not you want to advertise on.
- Google has rolled out Geotargeting so you can target your ad to a country, state, metro area, zip code, or geographic radius of your choice.
- You can run multiple ads for the same words and test them against each other or send them to different pages to A/B split test your site or ad copy.

### The Importance of a High Clickthrough Rate:

Google lets its users determine the relevancy of the ads. Price for Google AdWords is a function of price per click \* click through rate. Google uses the average click through rate from the 1,000 most recent ads in this calculation. This means if you know how to get a high click through rate you can dominate Google AdWords by serving up ads at a far cheaper rate than what your competitors are paying.

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Distribution buys further distribution. Off the start you will want to overbid slightly as you will be competing against the best ads that have developed over time in your niche. If your click through rate falls below .5% Google will slowly choke the ads and eventually will suspend the ad group.

### **Broad Match, Phrase Match, and Exact Match:**

Google AdWords and Overture both have different levels of word matching. Using [search term] will only return searches for **search term**.

Using "search term" will appear on **any ad that has search term in the query** ( in the same order.)

Using search term (no quotations or brackets) will appear on **any search that has search and term in it**. With the new broad matching, synonyms to search term will also return results. If you decide to start off with broad matching you should view the synonyms to ensure none of them are wasteful.

Examples:	Match Type	Will Show Results For	Will not show results for
[eat cheese]	Exact	Eat cheese	Any other search.
"eat cheese"	Phrase	Eat cheese, I love to eat cheese, Did you eat the cheese?	Cheese eat, or anything else which does not have both elements together in the same order as the search term
eat cheese	Broad	All above options and searches which contain the following terms <ul style="list-style-type: none"> <li>• cheese eating</li> <li>• eating cheese</li> </ul>	

### **Google Keyword Sandbox:**

The Google Keyword Sandbox (<http://www.adwords.google.com/select/main>) will show you what terms will be used for AdWords broad matching. In addition it will suggest other keywords you may want to advertise for. The Google Keyword Sandbox does not offer search frequency though. To test search frequency you need to set up a bidding account for the specified term.

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## Negative Keywords:

There is a negative keyword option in both Overture and Google AdWords. Any word that you do not want your ad to appear for can simply be blocked by placing - badword beneath your keywords.

There are many words which would indicate a lack of desire to purchase anything. Words like crack, free, pic, mp3 or download are often money losers if you do not remember to include these in your - keyword list.

Example keyword list showing a negative keyword: (should be much longer and more detailed, this is just an example though)

Eat cheese  
Buy cheese  
-weight

Thus your ad would show up for many cheese queries, but for none that included the words weight. Google has also allowed the option to place your negative keywords at the AdWords campaign level.

## Dynamic Keyword Mapping:

By including your keywords in your copy, you help boost the clickthrough rate. Keywords which occur in your ads will be highlighted by the search engine results page display processing program. This draws additional attention to your ad.

Google now offers a tool which will place the active search word from your list in the ad title automatically. If you have a group of similar keywords that will still use the same body text you can enable this feature by writing out your normal body text, and placing {KeyWord: default keyword} in the title of the ad. When the chosen keyword is greater than 25 characters the default ad title will show. Otherwise the ad will show the search term as the ad title. Also note how I capitalized the K and W in keyword. This makes the words in your ad title appear capitalized.

## Getting Feedback from Your Account:

When opening up a Google AdWords account many people are hesitant to spend much money. In spending a small amount the business is essentially ignoring the feedback loop Google has set up.

Is it better to loose \$100 today, than to loose it over three months to finally come to the conclusion that you need to change? I would rather want to know that I need to change now. **Not all industries will make money from AdWords.** It is not a business model that will work perfectly across the board.

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If you spent on targeted keywords your site should have a chance to shine. Any good internet based business relies on fast feedback loops to help it improve. Off the start you want to overspend on your ads so you can see which ones are effective. After a while you can regroup your ads by prices and then slash your bid price down. The ineffective ad groups or keywords will automatically shut off and your effective ads will keep displaying.

### **Google AdWords is Responsible Advertising:**

Add all the above features to the fact that Google also offers a free web based conversion tracking tool, and you can see how the AdWords system is a direct marketers dream. Everything is targetable, tangible, and measurable right down to the cent.

Google also offers a program by the name of [Google JumpStart](#) where they will help set up your account for you. Likely they will not be able to set up the best account for you, but they might be able to help you get your feet wet. The fee to join JumpStart is \$299, and the fee gets converted to bid clicks.

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## **Bonus Info: How to Improve Clickthrough Rate and Slash Google AdWords Costs to Maximize Profits:**

### **Determine Price By Position:**

Often times the top ad position is losing money. To find out what the top position costs on Google AdWords you can enter \$50 as your bid price at the account setup process. The estimated cost per click would be how much that position would cost you assuming the standardized 1% click through rate.

You then can lower the bid price down until you get at position 2.0 then 3.0 and on down. Each time you get to a different integer you can look at the estimated click price to see what the click would cost assuming a standard 1% click through rate. If you have a higher clickthrough rate the bid price for that position will be lower. If you have a low clickthrough rate your price will be higher.

### **Determine how Competitive a Market is:**

Often markets shift rather quickly. If you notice certain ads appearing again and again over time they are probably ads that are generating profits. For a quick glance at how competitive a market is you can download the software product by the name of [AdWords Analyzer](#) (\$67).

You also will want to record the top 10 results every few days for a few weeks up to a month. If an ad is in around the same position after a month has passed they are probably doing something right.

### **Find the Best Products:**

If you see lots of affiliate ads then typically there is a dominate player / system in that keyword termspace. You may want to try purchasing your competitors product to see the whole sales path all the way through to the backend.

If there are more non affiliate ads than affiliate ads odds are that there is no dominant player in the marketplace yet.

### **Checking Broad Match, Phrase Match, & Exact Match:**

Often times simply using exact match can drastically increase click through rates. To determine if a person is using exact match do a search for *keyword A adfkafdsadf keyword B* If their ad still shows up they are using broad match. If their ads are showing up for nonsensical broad match searches then they usually have a decent click through rate and are making profits.

You then can search for *keyword A keyword B dfadfkadfa*. If their ad shows up then they are using phrase match. If their ad does not show up when you do that then they are advertising via exact match. Any time you are checking

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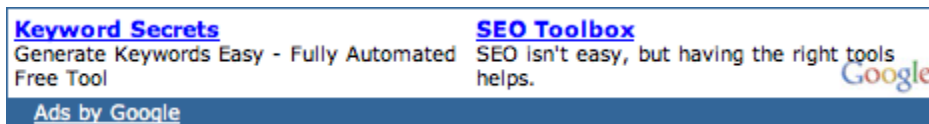
competitor's ads you will want to refresh the screen multiple times as sometimes certain ads will not show.

### Using Syndication:

You can check if your competitors are using AdSense syndication on content networks by performing a search on Amazon.com and then clicking through to a product from that search.

If you set up ad syndication you can (and should) make separate ad campaigns for each level of syndication. Bid whatever you determine to be fair market value for the Google AdWords distribution. **On that ad campaign disable all syndication.**

Set up a second campaign and bid a slightly lower amount and enable search syndication but do not enable content syndication.



Since content ads do not have as much implied desire they usually have a value of only around 20-30% of what of ads displayed on Google. Set up a third campaign with a significantly lower bid and enable content syndication. You may also want to try using image ads to lock out competition from being able to advertise against you.

At any given time Google will only display one of your ads. By using three separate tiers you ensure you bid a price which is closer to fair market value for each ad network.

Syndicated ads do not appear on partner sites until they are approved by an editor.

### Why Lower Ads Often have Better ROI:

The lower ads have a lower bid price. That can help save money if the top placed ads are overpriced. Another great benefit of having a lower ad is that a user that clicks on one is more prequalified to make a purchase. By scrolling through a bunch of ads they have displayed a greater intent to make a purchase. These two mathematical facts often mean that listing at 5 or 6 is significantly more profitable than listing higher up on the list.

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**Lowering Click Price after Bidding:**

After you get 10 or 20 clicks and have a decent click through rate you may want to slash your bids in half or by 2/3. Often it is best to start of with your ad at the #1 or #2 position to collect feedback and then let it fall back after you drop ad price.

**Dynamic Keyword Insertion:**

If you have a group of similar keywords that will still use the same body text you can enable this feature by writing out your normal body text, and placing {Keyword: default keyword} in the title of the ad.

When the keyword matching the search is greater than 25 characters the default ad title will show. Otherwise the ad will show the search term as the ad title. Also note how I capitalized the K and W in keyword. This makes the words in your ad title appear capitalized.

Having keywords in your title can help your title jump out at people and improve click through rates.

**Use Keyword Rich URL's to Your Advantage:**

Often people view the URL as one of the most important parts of an ad. The ad title sticks out the most, but many people factor in the URL more than the copy. By changing your URL to a keyword rich URL you can sometimes raise your click through rate by 50 – 200%. A new throwaway domain name only costs \$8 at [GoDaddy](http://GoDaddy.com).

If you are selling an affiliate product through an affiliate link Google wants you to put "Aff" in your ad. The "Aff" being located in your ad can hurt your conversion rate by 10-20%.

You can register domains and use [ZoneEdit](#) to redirect those domains to your affiliate link. Often times Google will not enforce the "Aff" rule if the link goes through one of your own domains.

If you have some high selling affiliates you may want to reward them by giving them their own keyword rich domain. This can also help some of your affiliates get their message through to customers since a few bad affiliates can get messages with your URL in it blocked from being received by people using AOL or similar email clients.

**Viewing Geographically Targeted Ads:**

Often people will target ads to a specific country. If you are not in the country you will be advertising in you can view the country specific ads by adding &gl=country code to the search string (ca for Canada, US for United States, UK for United Kingdom, etc).

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If Google is mixing in state regional ads it will list the state name at the bottom of the ad.

### **Sending Users to a Landing Page:**

The conversion process works best when you remove unnecessary steps. By sending a user to a focused landing page vice your home page you can improve conversion rates.

### **Split Testing:**

Google will allow you to test multiple ads at any given time. Every week you should try to make a new ad and place it up against the best ad from the week prior. If you have an ad that is getting an exceptionally low click through rate and another pulling decent you can usually get rid of the bad add after a few clicks on it.

Perry Marshall created a free online [Split Testing tool](#) which will help guide you using mathematics to determine if it is whether or not you have collected enough data do stop testing. He said he usually recommends waiting until it is at least 90% to 95% sure of the results (as determined by the software).

You can also make two copies of the same ad and send it to different URLs to test different landing pages.

When split testing you will want to turn off the auto optimization tool and you may want to limit the test only to Google so you can get the most accurate data.

### **If You Are Having Problems with a Word:**

For your highest traffic and most expensive keywords you will usually want to make custom ads specific to each one. If you have a word that is giving you problems in an ad group, remove it from the ad group and set it out on its own. Off the start you can try to exact match it for a while. If you try multiple specific targeted ads for that keyword and still can not get it to run then that might not be a word worth running an ad for.

### **Getting Quicker Business Feedback:**

When starting a B2B account it is often a bad idea to start an account on a weekend. Monday is usually the biggest spending day for most B2B purchases and is the best day to start your ads.

Lead generation is a smarter way to dive into Google AdWords than trying to sell affiliate products. Since it is common to have a lead generation rate of 10-20% the feedback loop is about 10 times as fast as selling a product that may convert at 1-2%.

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## Resources Cited

- **Software:**
  - Customer Tracking
    - ClickTracks - log file analyzer...awesome (<http://www.clicktracks.com/entrypoint.php?a=24688>)
    - ConversionRuler pay per click tracking (<http://www.conversionruler.com>)
    - Extreme Tracking - free tracking software (<http://extreme-dm.com/tracking/>)
    - SiteMeter - free tracking software (<http://www.sitemeter.com/default.asp?action=newaccount>)
  - Bid Management
    - BidRank - downloadable software (<http://www.bidrank.com>)
    - Atlas OnePoint - web based software (<http://www.atlasonepoint.com/?afid=gtazf411821>)
  - Fraud Prevention Software
    - Who's Clicking Who (<http://www.whosclickingwho.com/>)
    - Click Auditor ([http://www.keywordmax.com/click\\_auditor.html](http://www.keywordmax.com/click_auditor.html))
  - Keyword Suggestion Tools
    - Digital Point Keyword Suggestion Tool (<http://www.digitalpoint.com/tools/suggestion/>)
    - The Google Keyword Sandbox (<http://www.adwords.google.com/select/main>)
    - Overture Keyword Suggestion Tool (<http://inventory.overture.com/d/searchinventory/suggestion/>)
    - Overture Bid Price Tool ([http://uv.bidtool.overture.com/d/search/tools/bidtool/?Keywords=casino&mkt=us&lang=en\\_US](http://uv.bidtool.overture.com/d/search/tools/bidtool/?Keywords=casino&mkt=us&lang=en_US))
    - Country Specific Search Frequency (<http://www.seoindex.com/index.php?c=26>)
  - Keyword list creator
    - <http://www.related-pages.com/adwordskeywords.aspx>
  - AdWords Analyzer (<http://www.xybercode.com/ezgaffurl.php?offer=awall19>)
- **Websites:**
  - ZoneEdit (<http://www.zonededit.com>)
  - Split Tester (<http://www.splittester.com/>)
  - Overture \$10 Signup Bonus (<http://www.qksrv.net/click-1369346-9837879>)
  - **Large Pay Per Click Search Engines**
    - Google AdWords (<https://adwords.google.com/select/main>)
    - Overture (<http://www.overture.com>)
  - **Smaller Pay Per Click Search Engines**
    - FindWhat (<http://www.findwhat.com>)
    - Kanoodle (<http://www.kanoodle.com>)

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- Enhance Interactive (<http://www.enhance.com>)
  - Search123 (<http://www.search123.com>)
  - Epilot (<http://www.epilot.com>)
1. Sign up for a Google AdWords account (one time \$5 fee which is converted into bid credits) (<https://adwords.google.com/select/main>)
  2. Write down 5 generic terms for your website. Check the traffic for these terms using the Overture Keyword Suggestion Tool. (<http://inventory.overture.com/d/searchinventory/suggestion/>)
  3. Search for these terms and view how much people are bidding using the Overture bid price tool. ([http://uv.bidtool.overture.com/d/search/tools/bidtool/?Keywords=yourkeyword&mkt=us&lang=en\\_US](http://uv.bidtool.overture.com/d/search/tools/bidtool/?Keywords=yourkeyword&mkt=us&lang=en_US))
  4. Do the words seem like they are worth their price? Do these prices surprise you?
  5. Check the price of these same words with your Google account. Are these prices close to one another?
  6. Write down 10 negative keywords for your site. Why are these words bad?
  7. Write down 10 phrases you think you can make a killing off of. Why are these phrases good? Check the prices, are these generic terms? If they are generic write down ten more terms and compare their prices.
  8. Before spending money on pay per click you should spend hours writing ad copy and many hours performing keyword research.

### Additional AdWords Resources:

- ✚ [Free £50 coupon](#) for new UK AdWords advertisers.
- ✚ Google offers a [free ebook](#) to help you get the most out of your Google AdWords account.
- ✚ Andrew Goodman's [Google AdWords report](#) (\$69).
- ✚ Perry Marshall's [Definitive Guide to Google AdWords](#).
- ✚ Many of the Google AdWords tips I learned came from Andrew Goodman's and Perry Marshall's reports.

### About Aaron Wall

I am an independent SEO consultant who helps individuals and small businesses optimize their websites. I usually work on training people organic or natural search engine optimization techniques and work for a handful of clients at any given time. I am a moderator at the [SearchGuild SEO Forums](#) and [Internet Marketing Research Forums](#).

- ✚ [Subscribe to my free weekly newsletter](#).
- ✚ If you would like to learn the rest of my SEO secrets visit The SEO Book website today. [The SEO Book](#) comes with free lifetime updates and is currently on sale for \$39.99.
- ✚ I will be giving away free a free copy of The SEO Book (and free lifetime updates) to the first 10 people who schedule their consultation. Call today for **help with your site**. Aaron Wall (401)207-1945.

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