

# How to Dominate Google Adwords

February 1
















# 2008

The following report details the exact Google Adwords bidding strategy that is responsible for grossing \$131,000 in January 2008 alone with ONE Keyword, One Landing Page & Just One Affiliate Product in ClickBank!

## Payperiod Sales Subtotals

Period Ending	Sales
<a href="#">2008-02-01</a>	\$48,169.05
<a href="#">2008-01-16</a>	\$77,632.20
<a href="#">2008-01-01</a>	\$27,625.47

## Daily Sales Subtotals

Mon	Jan	28	\$1,883.84	
Sun	Jan	27	\$4,065.52	
Sat	Jan	26	\$3,333.66	
Fri	Jan	25	\$2,990.56	
Thu	Jan	24	\$3,338.74	
Wed	Jan	23	\$4,074.40	
Tue	Jan	22	\$4,477.78	
Mon	Jan	21	<b>\$5,078.86</b>	
Sun	Jan	20	\$3,534.37	
Sat	Jan	19	\$2,887.74	
Fri	Jan	18	\$2,937.93	
Thu	Jan	17	\$4,678.66	
Wed	Jan	16	\$4,886.99	
Tue	Jan	15	\$5,648.15	
Mon	Jan	14	<b>\$6,513.04</b>	

*(Keep in mind, if he had OWNED the product he would have made nearly DOUBLE!)*

# Warning!

## If You Decide To Advertise With Google Adwords, Without Following This Report Down To the Tee, You Will Suffer The Following Consequences:

- 1) **You'll spend up to TWICE as much per click AND you'll get lower positions!**  
Which means, using our system creates the MOST sales with the highest profit per sale - not using this system generates LESS sales with LESS profit per sale.
- 2) **You'll lose thousands of dollars with wasteful advertising bidding on the WRONG keywords at the WRONG time.** This is probably the single most common mistake Adwords advertisers make. You need to know which keywords belong in your 1st ad group, how many keywords per ad group & when to expand your campaigns once you've hit success.
- 3) **You'll either INSTANTLY get slapped by Google for clicks as high as \$5.00 - \$10.00, or find your minimum bids slowly getting more expensive starting at .20-.30 and slowly making their way up to \$1.** These types of advertisers end up creating new Adwords accounts every month as they watch in despair as their "cheap" clicks slowly disappear over and over again...quite sad.

## But! If You Strictly Adhere To The Guidelines In This Report...

## You will NEVER be slapped by Google again!

- You'll make MORE sales with HIGHER profit margins!
- You'll risk less money discovering what keywords work!
- You'll put a nice "dent" in your competitors profits!

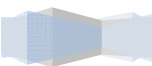
### How does it work?

Take our client for example, the one who has netted \$131,000 so far in Jan. 2008 alone (90% of which came from one keyword – many were tested.) This client has 2-3 competitors per WEEK during his BEST month's **trying to compete** on his keyword.

They bid on the same keyword, they write the exact same ads & they try to promote the exact same clickbank product --- **but they are no problem because they always end up "slapped"** and off Adwords listings within a week!

### Why?

Because they DO NOT know how to dominate Google Adwords.



# How to Dominate Google Adwords

Organization, Strategy & Planning are Essential.

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This report reveals how ANYONE can do it. It's not simple. It's not easy. You won't get it right away. You're definitely going to need to invest some SERIOUS time into learning everything involved.

**So buckle down, take notes & be patient – once you finally do master this system you'll be able to generate massive amounts of traffic in any market you want with this extreme insider knowledge.**

Let's start with the basics and then move into the crucial elements such as, "How to Launch Your Campaign and Control your Bidding for maximum ROI."

## Step 1. Keyword Research

### A. Use keyword "spy" sites to begin your research.

**Dig up the keywords your competitors** are currently using and get a general idea of what works in your market. You will have to download these keywords (usually in the thousands) and organize them into detailed ad/campaign & groups.

**Recommendation:**

[KeywordSpy.com](http://KeywordSpy.com)

[KeyCompete.com](http://KeyCompete.com)

[HexaTrack.com](http://HexaTrack.com)

### B. Expand

Use keyword research sites to expand each of your new ad/campaign groups. Also use tools such as SpeedPPC.com to **expand lists** even further into multiples of cities, states, product names, artist, etc.

**Recommendations:**

[WordTracker.com](http://WordTracker.com)

[KeywordDiscovery.com](http://KeywordDiscovery.com)

[SpeedPPC.com](http://SpeedPPC.com)

### C. Discover

Surf web sites, blogs, alexa.com, directories, articles, and media sites in your niche to come up with more verticals to advertise. You'll want to find ANYTHING that could become a valuable keyword including: **site urls, people's names, misspellings, abbreviations, and typos. Cover the entire spectrum.** Then, find websites targeted to your keywords that you can bid on with Google Site Targeting. **Recommendations:** [AdsenseFinder](http://AdsenseFinder)

# Step 2. PPC Ads

## A. Compose Your First Ads.

To start, write five ads for each of your new ad groups. Each ad should contain the "general" keyword in each of your ad groups. IMPORTANT! You will write 5 ads for each ad group but **ONLY TEST** two ads at a time. **NEVER start your campaign with more than two ads** - if you do, you risk severely hurting your overall CTR (click through rate) which will dramatically increase your cost-per-click and send you tumbling down the path of failure.

## B. Running Your Tests

**As soon as your ads have received 20 clicks**, you should be able to tell which ad is performing better than the other. Once this happens, pause the ad that isn't doing as well, and activate another ad to test.

Depending on how close your ads are and how fast you can get volume - you may want to wait until each ad receives 50-100 clicks before pausing the lower CTR ad and beginning a new one.

## C. G.T.A - Grand Theft Ads (highly powerful – hardly done)

**Use PPC ad spy tools to see your competition's most profitable ads.**

Important! **Just going to Google, Yahoo, or MSN once or twice and searching your keyword to look at ads does NOT help find extremely high CTR ads.** You need to find ads which stay on the front page 24/7 for at least 5 days straight and you want to monitor as many keywords as possible.

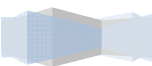
There are several software programs that monitor which ads are actually making the most money, and what landing pages the ads are linked to.

**Recommendations:**

[HexaTrack.com](http://HexaTrack.com) (best price, FREE!)

[AdSpyPro.com](http://AdSpyPro.com)

[UndercoverProfits.com](http://UndercoverProfits.com)



# Step 3. Launch Preparations

## Hand Pick Your Top Keywords

**There's no need to launch thousands of keywords at once.** Analyze your keywords, use Google estimator to get your estimated costs per click & make sure your product is really a super targeted match for each keyword.

Within each of your ad groups, ask yourself this, "**Which 1-10 keywords have the highest search volume & are the most targeted?**" Then, man up, stick to your gut, and pick your best "educated" bets!

Typically – we will start with 3-10 campaigns, 1 ad group per campaign & around 10 keywords per ad group. That's plenty of keywords to test your PPC ad's CTR and eventually your landing page's conversion rate.

**If it's obvious you're competitors stand to make far more money** than you per click - you'll want to **start your testing on the lesser obvious keywords** such as typos, competing brand names, long tail combinations, abbreviations of high traffic keywords, ect... Otherwise you should always start with the most targeted highest searched keywords in your market and expand from that.

Don't forget to bid on broad, phrase and exact match - each can be tracked separately and have different CPC's and ROI's - even though it's the same root keyword it's very profitable to bid on all 3 types. (In some cases we start with only exact match and then expand into phrase/broad.)

Also, make sure you **look at many long tail keywords to find negative keywords** which just don't make sense to your offer - the more untargeted visitors you can exclude the HIGHER your CTR will be and thus cheaper your clicks will become.

This data is accurate as of Feb 1<sup>st</sup> 2008 & is subject to change at any time by Google – take advantage.

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# Step 4. Load Your Campaigns.

Quickly Upload Your Campaign

**Don't waste time uploading campaigns by hand.** Prepare your campaigns and ad groups ads in the proper spreadsheet format and then easily upload your campaign using **Adwords Editor**.

The format is very simple:

Campaign | Ad Group Name | Title | Line 1 | Line 2 | |Display | Destination | Status |

# Step 5. Edit Campaign Settings.

**Tweak Campaign Settings.**

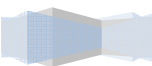
**Start your bidding at \$5/click \$20/day, bid on all traffic except the United States, & Canada.**

Only bid on English searches, accelerate ad spending, rotate ads evenly & turn on position preference. **Tell Position Preference you only want the #1 position** – then turn on your campaign.

What happens now is you'll get cheaper CPC international English clicks while you find a high CTR ad --- then before increasing volume flip off international traffic and only bid on regions that are profitable for your particular campaign.

**Your goal is to reach a 2.5% (min.) 5-15% (pref.) CTR** with your ad while at the #1 spot – we've seen as high as 33% CTRs – but the HEART of DOMINATING google adwords is in keyword selection and extremely high CTR ads.

**If one of your 2 ads doesn't start with at least a 2.5% CTR (preferably 5% - 10%) than you will want to delete this campaign and start a brand new campaign with 2 new ads.** You MUST repeat this process until you're able to get AT LEAST a 2.5% - preferably 5-15% CTR - before you do ANYTHING else!



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# Step 6. Slowly Lower Your Bids

**Continue split testing your ads while slowly decreasing your CPC.**

Now your goal will be to **decrease your max CPC down by simply making your MAX bid the exact same as the previous days AVG CPC. Google will automatically start lowering your bids** while helping you maintain as high a ranking as possible.

**You need to KEEP your CTR at 1.75% or better the entire LIFE of your ad** – to sustain LONG term success – if you drop below 1.75% you need to slightly increase your bid to recover a 1.75% avg CTR immediately until you can discover a better converting AD.

Every 25 clicks per ad will give you decent statistics as to what ad works better. As you lower your bids you need to continually strive to make your ads better and better to work your way down to the rock bottom least expensive clicks!

Over a 1 week period you can effectively maintain a top average position while slowly **decreasing your CPC down to 1/3 to 1/5 of what you were initially spending per click for the #1 spot – but still remain in the top 5!**

# Step 7. Get Out Your Calculator

**Turn up the volume and see which keywords are worth what!**

**Using Google analytics or software such as [PPCRiches.com](http://PPCRiches.com) you can tell which keywords are actually making you money.** (PPCRiches will also let you fix Google's "Content" quality rules, which can also knock you dead in your tracks – this is a "black hat" trick so use cautiously.)

Also recommended: [HexaTrack.com](http://HexaTrack.com) (Free!, tracks to keyword level as well)

The important part is determining which CPC and ad position makes you the most money.

You'll need to measure if you make more money with slightly higher CPC's and more volume or smaller CPC's and less volume - it's just math.

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# Step 8. Put All of Your Keywords to Work

## A. Expand Each Campaigns Keywords

Each 'Main Keyword' in your initial campaign's ad group can now be expanded into its own ad group. This is where your initial exhaustive keyword research comes into play.

**What started with 10 keywords in one ad group is now 10 ad groups with 100+ keywords.**

Overtime, a campaign can slowly grow to have 1000's and 10,000's of keywords but they should start with only a few.

## B. Expand into Content Targeted & Site Targeted Advertising

The same bidding strategy and expansion strategies APPLY in the world of Site Targeted Bidding or Content Targeted bidding. Traffic in SEARCH takes only several minutes to go live while content is manually reviewed before being accepted. *(If you spend enough you can get your own personal Google rep who you can call to get ads approved far faster than normal.)*

You'll want to **take your keyword list and find out which AdSense sites** have these keywords on them and are highly visited using [AdSenseFinder](#)

Content clicks should cost no more than 50¢ and usually 10-20¢. In some of the HIGHEST traffic markets like the Myspace Resource site market **3-7¢ US clicks are quite possible & even as low as 1 cent a click with international content traffic.**

# Step 9. Double Vision

## Advanced Double Listings

You can usually **DOUBLE your traffic by creating a second site for your keywords**, opening up a second Adwords account, hosting your site on a 2nd server – and then using it as a way to grab more leads and promote your main site.

This is **border line in Google's "Rule" book** as you're certainly not allowed to clone your site exactly and then list it twice – but by creating a "NEW" site that's different... you can pull this trick off and literally DOUBLE your campaign's profits. *(A review site is usually a good 2<sup>nd</sup> site.)*

