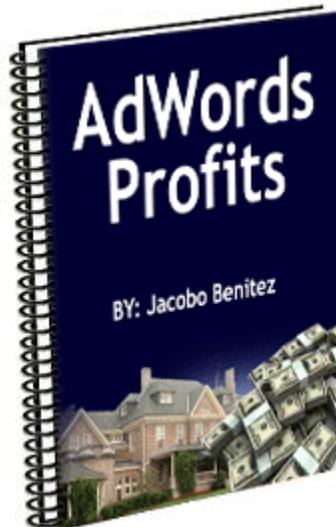


# AdWords Profits

Learning How To Use Google AdWords Profitable



By  
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[www.awprofits.com](http://www.awprofits.com)

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**This is a must get, and its free!**

**<http://www.awprofits.com/bonuses.html>**

## Basic Concepts

**Affiliate Marketing** – Is the use by a Web site that sells products of other Web sites, called affiliates, to help market the products. A system of advertising in which site A agrees to feature buttons from site B, and site A gets a percentage of any sales generated for site B.

**Pay-Per-Click (PPC)** – An advertising system where an advertiser pays an agreed amount for each click delivered to his or her site from a link or listing keyed to a specific search term, area of a site or even a banner.

**Google AdWords** – A Pay Per Click (PPC) program of advertising on Google. The ads appear on the right hand side of the Google Search page on keywords / key phrases that you choose.

**Cost Per Click** – Is the amount you pay per click-through of an advertisement.

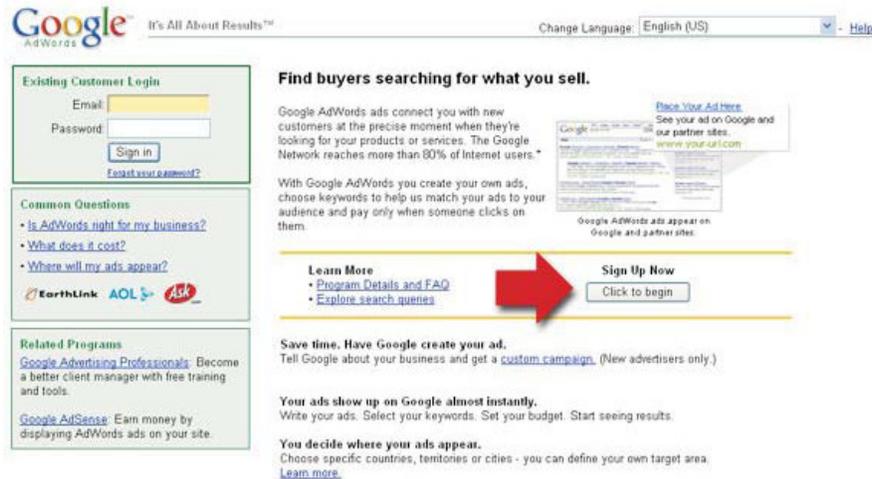
**Click Through Rate** – Is simply the percentage that users click on your ad. For example, if 100 users saw your ad, and 2 people clicked your ad to visit your website, your click-through rate would be 2% (2/100).

**ClickBank** – Is the Internet's largest digital marketplace, where thousands of the Web's most popular products are sold every day. Whether you're looking to buy, sell, or promote digital products, ClickBank is for you. To visit "ClickBank" site visit:

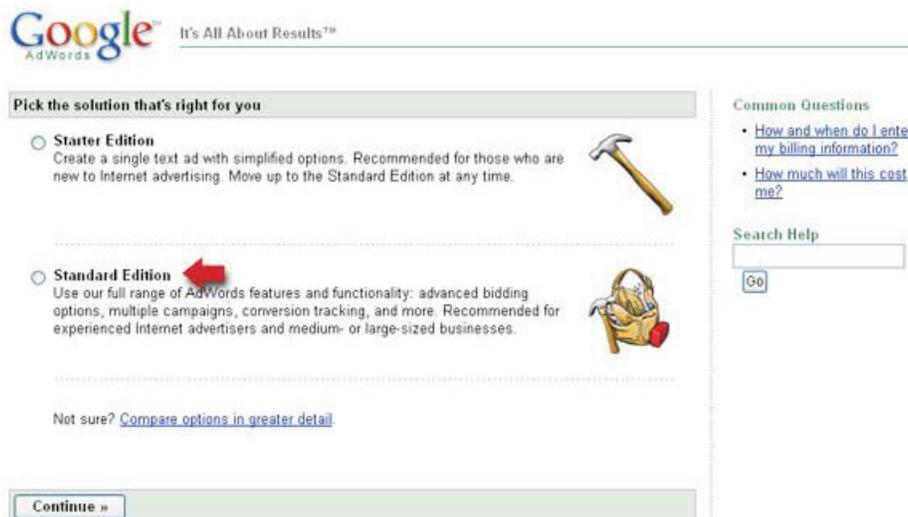
<http://www.awprofits.com/MustHave/ClickBank.php>

# Register A Google AdWords Account

Go to <http://adwords.google.com> and click on the "Click to Begin" button to get started.



The next screen will give you an option between two types of accounts Starter and Standard. Since we're going to be going deep inside AdWords, there's no need to go for a Starter account select "Standard" and then click on "Continue".



On the next screen, you choose the languages you want to target. So if you were in Spain and wanted to target Spanish-speaking Google users, you would select Spanish. Google also let's you target specific countries, specific regions and cities or even a specified geographic location (such as a 30-mile radius around a certain street address).

**Target customers by country or territory**

Highlight the countries or territories on the left where you'd like your ad to appear, then click 'Add.' Select as many as you like. Your ads will appear to users anywhere in each location you select.

Available Countries and Territories		Selected Countries and/or Territories
All Countries and Territories ----- United States Australia Austria Belgium Brazil Canada China Denmark	<input type="button" value="Add &gt;"/> <input type="button" value="&lt; Remove"/>	United States Canada

I'd recommend sticking with "country-level" targeting for now the other two options are a bit more advanced, and I personally never use them.

The next step is to write your ad, then pay a \$5 fee to open your Google AdWords account.

In this report I will teach you how to create profitable campaigns. But you first have to know how to create and write AdWords ads. If you are reading this report we are assuming that you know how to create AdWords ads. If not, please read the next eBook that I give you as a free bonus. There you will find all the information needed about

AdWords from the beginning. Then you can continue reading the strategy in this report that I use for big online profits.

You can download a free copy of the "AdWords Made Easy" 85-page eBook from:

<http://www.awprofits.com/AWMadeEasy.zip>

The "AdWords Made Easy" eBook is a must have if you want to know everything about Google AdWords, and I am giving you as a free gift for being my customer.

# ClickBank

First of all, you must register a free account at ClickBank. To register a free account at ClickBank go to:

<http://www.awprofits.com/MustHave/ClickBank.php>

Then you need to find your niche. Find a niche that you know most about. It could be about dog training, weight loss, sports, etc.

After you define your niche, go to ClickBank's marketplace.

<http://www.clickbank.com/marketplace.htm>

There you can find products to promote. To find the best products its easy in ClickBank.

"In the Marketplace products are ranked by their "productivity score". To preserve the integrity of the system we do not publish the formula for the score, or the score itself, but we can say that it is a function of these four factors:

**\$Earned/Sale:** Average net amount earned per affiliate per referred sale. Note that this is the net earned per actual sale, and so it is impacted by refunds, chargebacks, and sales taxes. Unfunded sales, such as returned checks, do not impact this number.

**Future \$:** Average total rebill revenue earned by the affiliate due to sales from a site. Generally this equates to the average sum of all rebills.

**Total \$:** The sum of all initial sales and rebills divided by the number of initial sales. It is the average total \$ per sale, including all rebills that may come from that sale.

**%Earned/Sale:** Average percentage commission earned per affiliate per referred sale. This number should only vary if the publisher has changed their payout percentage over time.

**%Referred:** Fraction of publisher's total sales that are referred by affiliates.

**Gravity:** Number of distinct affiliates who earned a commission by referring a paying customer to the publisher's products. This is a weighted sum and not an actual total. For each affiliate paid in the last 8 weeks we add an amount between 0.1 and 1.0 to the total. The more recent the last referral, the higher the value added."

Now that you know the four most important factors about ClickBank's marketplace, you will be able to choose the best products to promote.

After you find a good converting product, you need to create your hoplink (the link you will be promoting to earn sales commissions).

To create your product's hoplink, you must head to ClickBank's marketplace and click on the "create hoplink" link below the product you want to promote. Then write your ClickBank ID and click "Submit".

That is the link you will use to promote that product and earn a commission on each sale, so write it somewhere.

Well, now you got your Google AdWords account created and your hoplink of the product that you are going to promote.

Its time to create your profitable Google AdWords campaign the right way.

Head to the next page where you'll find the Google AdWords strategy that I use for big online profits.

# My AdWords Strategy And Some Live Proof

When you got this report, we are assuming that you know about affiliate marketing and PPC marketing at least a little bit. So what I have just explained about choosing a ClickBank product to promote its extra, but it doesn't hurt anyone to read about it again.

Lets get to the point now, I will start with a brief example of real stats.

Here is an example of just september 19<sup>th</sup> 2007. Spending only \$1.39, getting 12.50% CTR, an average CPC of \$0.07 and 4 conversions (sales) at \$27 each. After paying PayPal fees, that gives me a total of \$102.60 in net amount, everyday, for each campaign.

*Screenshot of my campaign:*

**Campaign Summary**  
Today (Sep 19, 2007)

Today  
 Sep 19, 2007 - Sep 19, 2007

Online Campaigns [hide](#) show: [all](#) | [all active](#) | [all but deleted](#)

[Customize columns](#)
+ Create a new campaign: [keyword-targeted](#) | [site-targeted](#)

<input type="checkbox"/>	Campaign Name	Current Status	Current Budget <input type="button" value="v"/>	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. Rate	Cost/Conv.	Conversions
<input type="checkbox"/>	Blacked Out For Privacy Reasons	Active	\$3.00 / day	21	168	12.50%	\$0.07	\$1.39	19.05%	\$0.35	4

*Screenshot of my ad group:*

1 - 1 of 1 Ad Groups

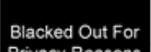
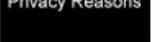
Today  
 Sep 19, 2007 - Sep 19, 2007

[+ Create new ad group](#) [View all ad groups](#)

[Customize columns](#)

<input type="checkbox"/>	Ad Group Name	Status	Default Bid Max CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.
<input type="checkbox"/>	Blacked Out For Privacy Reasons	Active	\$0.10	21	168	12.50%	\$0.07	\$1.39	2.9	19.05%	\$0.35
Total		-	-	21	168	12.50%	\$0.07	\$1.39	2.9	19.05%	\$0.35

*Screenshot of my keyword list:*

<input type="checkbox"/> Keyword	Status	Quality Score	Current Bid	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.
Search total	Enabled		Default \$0.10 <a href="#">[Edit]</a>	21	168	12.50%	\$0.07	\$1.39	2.9	19.05%	\$0.35
All sources total				21	168	12.50%	\$0.07	\$1.39	2.9	0.00%	\$0.00
<input type="checkbox"/> 	Active	Great Minimum bid: \$0.04	\$0.10	7	15	46.66%	\$0.09	\$0.61	4.3	42.86%	\$0.20
<input type="checkbox"/> 	Active	Great Minimum bid: \$0.04	\$0.10	6	27	22.22%	\$0.04	\$0.24	2.1	16.67%	\$0.24
<input type="checkbox"/> 	Active	Great Minimum bid: \$0.04	\$0.10	4	54	7.40%	\$0.05	\$0.21	1.9	0.00%	\$0.00
<input type="checkbox"/> 	Active	Great Minimum bid: \$0.04	\$0.10	3	41	7.31%	\$0.08	\$0.24	2.7	0.00%	\$0.00

*Screenshot of my ad variations:*

<input type="checkbox"/> Variations	Actions	Status	% Served	Clicks	Impr.	CTR	Cost	Conv. Rate	Cost/Conv.
<input type="checkbox"/> 	<a href="#">Edit</a>	Active	47.6%	14	80	17.50%	\$0.97	7.1%	\$0.97
<input type="checkbox"/> 	<a href="#">Edit</a>	Active	52.4%	7	88	7.95%	\$0.42	42.9%	\$0.14

*Screenshot of my PayPal account of that day's results of only that Google AdWords campaign:*

Payments Received from Sep. 19, 2007 to Sep. 19, 2007										
Date	Type	To/From	Name/Email	Status	Details	Action	Gross	Fee	Net Amount	
Sep. 19, 2007	Payment	From		Completed	<a href="#">Details</a>		\$27.00 USD	-\$1.35 USD	\$25.65 USD	
Sep. 19, 2007	Payment	From		Completed	<a href="#">Details</a>		\$27.00 USD	-\$1.35 USD	\$25.65 USD	
Sep. 19, 2007	Payment	From		Completed	<a href="#">Details</a>		\$27.00 USD	-\$1.35 USD	\$25.65 USD	
Sep. 19, 2007	Payment	From		Completed	<a href="#">Details</a>		\$27.00 USD	-\$1.35 USD	\$25.65 USD	

As you can see, following the right strategy you can make 98%+ in profit for every Google AdWords campaign that you start with my system.

Its easy to do but requires some testing and time to get it going correctly for each different campaign.

Here is a screenshot of another day (randomly chosen):

**Campaign Summary**  
Today (Sep 30, 2007)

Today  Sep 30, 2007 - Sep 30, 2007

Online Campaigns  show: [all](#) | [all active](#) | [all but deleted](#)

[Customize columns](#) + Create a new campaign: [keyword-targeted](#) | [site-targeted](#)

<input type="checkbox"/>	Campaign Name	Current Status	<a href="#">Current Budget</a> <input type="button" value="help"/>	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. Rate	Cost/Conv.	Conversions
<input type="checkbox"/>	Blacked Out For Privacy Reasons	Active	\$3.00 / day	16	153	10.45%	\$0.06	\$0.96	25.00%	\$0.24	4

I will start by explaining you this sytem with an example.

Lets say you will promote a dog training ebook written in english language that will be sold online to everyone in any place of the world.

The first step is to create a Google AdWords campaign called "Dog Training". Then you should call your first ad group "Dog Training 1".

Go to your Google AdWords account, click on "Campaign Management" then click to create a new "keyword-targeted" campaign.

Select "English" as your customer's language and "Countries and territories" as your customer's location. Then click "Continue".

Select "All countries and territories", click "Add", then click "Continue".

Write an ad that will attract customer's clicks (so you will get a higher CTR). See the next page for an example:

**Headline:** Is Your Dog Not Behaving?

**Description line 1:** Train Your Dog The Smart Way!

**Description line 2:** Get The Only eBook You'll Ever Need

**Display URL:** TheProductSite.com

**Destination URL:** YourAffiliateLink

The ad above is an example of an ad that will attract customers' clicks.

Replace "TheProductSite.com" with the real domain name you will be pointing your ad to, and "YourAffiliateLink" with your affiliate link, it could be your ClickBank hoplink for the dog training ebook we choose to promote in the example, or whatever affiliate link you will use.

Then click "Continue".

### **The next point is very important!**

You MUST turn content network off. If not, your ad will show in any AdSense site, and it will have a lot of views, but not clicks (which will lower your CTR and it will cause your Quality Score go down). And even if you get clicks, they won't be targeted visitors. So if you will use my strategy, remember to **turn content network off** in your AdWords campaigns.

To turn content network off, simply go to the "Campaign Summary" tab inside your Google AdWords account. Click on your campaign's checkbox then on the "Edit Settings" button. At the right side of the page (under Networks), **UNCHECK "Content network"**, then click

“Save Changes” and you are ready to use that campaign with my AdWords strategy.

Lets go back to the AdWords ad editing.

This is the tricky part. Its time to choose your keywords. Keep in mind that each click will cost you. So there is no point in having a lot of visitors, if those visitors are not going to buy anything.

You must focus in getting targeted visitors (quality traffic). That means to get clicks only from people that are looking exactly for what you have to offer, that will increase your conversions ratio a lot.

In my campaigns, I use a total of 9 keywords only. Because I only use the most targeted keywords (well, they are keyphrases). I only use keyphrases that converts visitors into customers. There is no point in having a lot of keywords, even if they get you a lot of visitors or if their CPC is too low. You will only be wasting money in untargeted visitors.

As you can see in my campaign screenshots, I get about 20~25 clicks daily to each campaign. But for each one, I only use 9 keyphrases (the most targeted). Each of those keywords converts at about 20% or higher. And I am selling a \$27 eBook through PayPal.

A high converting \$27 eBook converts at 5%. But using my keywords strategies, you can make your PPC campaigns convert \$17, \$27 and even \$47 products at 20% or higher.

Why?

Because by using targeted keywords, you are giving the visitor exactly what he is looking for, and if he is a desperate buyer, he will go for with your product and make the sale.

You should only bid for very targeted keyphrases, no matter if you have to pay up to \$0.30 per click. If they will be converting 20% of your visitors into buyers, you will be getting extremely high profits.

For example, if you spend as much as \$0.30 per click to promote a \$27 eBook (using my keywords strategy that makes your campaign convert at 20%):  $100/20=5$  so...  $(\$0.30*5) = \$1.5$  (this is what you will spend in AdWords costs for each conversion). So if each conversion is a \$27 sale, you profit  $(\$27-\$1.5) = \$25.5$  (for every 5 very targeted unique visitors).

But you won't have 5 unique very targeted visitors daily, you can have 20, 50 or even 100+ daily visitors per campaign. So do the math of your earnings!

Or would you like to do what the "gurus" tell you and have hundreds of visitors at \$0.05 per click? But almost none of them buying from you, because they are not targeted visitors.

**Note** – If after spending in AdWords costs almost the amount of your commission, is time to stop that campaign or modify it by using new and even more targeted keywords to avoid losing money.

Lets continue with the dog training eBook example. The 9 keywords you must only use should be:

1. how to be a dog trainer
2. [how to be a dog trainer]
3. "how to be a dog trainer"
4. how to train my dog
5. [how to train my dog]
6. "how to train my dog"
7. buy dog training ebook
8. [buy dog training ebook]
9. "buy dog training ebook"

See that there are only 3 different keyphrases, that is how my campaigns are composed. Only 3 extremely targeted keyphrases, each one using the 3 types of keyword variations at Google, broad match, phrase match and exact match (this is discussed in the free gift that I gave you, the "AdWords Made Easy" eBook).

That gives a total of 9 keywords. I don't need more to sky rocket my conversions, neither you do.

So what you have to do is to find and test the most 3 targeted keyphrases, and use the 3 keyword variations (broad match, phrase match and exact match) to make a total of 9 keywords for each campaign.

To find what the most profitable and high converting keyphrases you must use Google AdWords conversion tracking. These days, most affiliate products' Web sites, offer conversion code in their purchase pages. So you can add your conversion tracking ID to your affiliate link to track your keyword performance.

If you are promoting your own product, you can simply copy and paste the conversion tracking code generated by Google into your Thank You page.

Start finding high converting products, do conversion testing of your keyphrases to find the 3 most profitable. Use the 3 keyword variations (broad match, phrase match and exact match) to make a total of 9 keywords. Replicate each campaign with a different product and with very targeted keyphrases as the example above.

Then watch your big profits roll in!

## **Must Have Products For Your Internet Marketing Success**

**\$7 Dollar Secrets** – This report it's really a must have. This guy shows how he made \$3,000 in only 7 days by selling a simple 30-page report. The cost of this report its only \$7, but its value is priceless. To visit the "\$7 Dollar Secrets" site, click on the link below:

<http://www.awprofits.com/MustHave/7DollarSecrets.php>

**Space Tactics** – MySpace is one of the most visited Web sites in the world. Imagine the potential to drive targeted traffic to your affiliate products from MySpace. In the "Space Tactics" report you will learn anything you need to know to start profiting from MySpace in a record time. To visit the "Space Tactics" site, click on the link below:

<http://www.awprofits.com/MustHave/SpaceTactics.php>

**HostGator** – If you want a reliable and low priced Web hosting service with the ability to host unlimited domain names with no extra cost, HostGator is the best choice. To visit the "HostGator" site, click on the link below:

<http://www.awprofits.com/MustHave/HostGator.php>

## **Make Money With This Report**

Earn back the cost of the report times 10, 100, 1000 in minutes. Making money with this report is very easy.

I have setup a new affiliate program for this report. So that when you send visitors to the "AdWords Profits" Web site via your affiliate link, you earn a huge 100% commission for every referred sale.

You just send people to this link:

**<http://www.awprofits.com/?e=paypal@awprofits.com>**

Replace **paypal@awprofits.com** with your own PayPal e-mail address and whenever someone buys from this link, you keep 100% of the cost of the report (\$7) paid instantly to YOUR PayPal account.

The "AdWords Profits" sales letter is converting at about 25%. There's been days that converts at 33%. So start sending visitors to your link, and watch the sales roll in pretty fast.

## **Big Discount In A Great E-Book**

You bought one of the very last copies of this report. Since this is dedicated more to AdWords beginners, I got a few critiques from AdWords experts saying “this is a good report, but for beginner or intermediate AdWords users”.

So I’ve spent a lot of time writing a new e-book called “AdWords Profits 2” where I will show you exactly how I start my AdWords campaigns from A to Z (step-by-step) so even if you are an AdWords expert you will have new things of great benefit to learn from that e-book. And following my method, there is no AdWords campaign that could fail, I’ve proven this to myself a lot of times.

There are big amounts of quick money to be made with AdWords. I am impressed at how easy it is when following a great step-by-step system. And you will get exactly that system very soon.

So stay tuned.

Jacobo Benitez