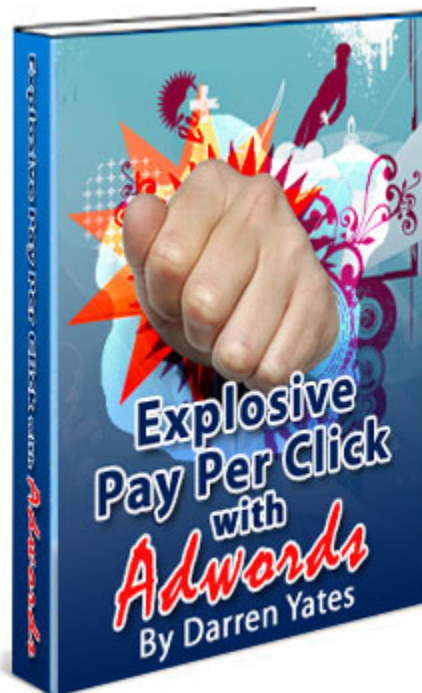


# Explosive Pay Per Click with Adwords

**Advanced Pay Per Click Techniques Revealed**



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**This Mini E-Book contains a limited version of the 'FREE Advanced Adwords Mini Course' Available at the above site.**

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## 1: Introduction

First of all, I want to extend a very warm welcome to the PPC Accelerator Adwords Mini E-book!

What's different about this Mini E-book? Why should you read it? This is the deal:

In this E-book I'm going to focus on boosting your Adwords Performance. In doing that I'll expose you to a number of advanced techniques that are sure to save you money, save you time and most importantly make you money. Providing you utilize them properly.

**I'll be really powering up your campaigns by also improving your site conversion! By optimizing your 'Landing Page'.**

Few Adwords users consider their landing page. Big mistake!

If you follow what I disclose in this E-book you will see an explosion in your ROI (Return On Investment). Guaranteed!

After all this is about sales or leads not just traffic.  
Now I have some promises I am going to make to you:

I will improve your keywords; improve your ad copy, cut your budget and simultaneously improve your CTR and ad position.

- there will be no hype in the PPC Accelerator Mini E-book. Techniques mentioned here are mentioned because they work and mere mortals can make them work.
- if I recommend something to you, it will because; I think it is REALLY good. Not because I am getting paid to tell you about it.
- if you stick with me, I am going to show you a whole host of the insider secrets that I know, advanced stuff that I've picked up over the last 3 years of using the Adwords system.
- I might cover some very advanced stuff, but I'll make it understandable.

Does that sound like a deal?

Bottom line, stick with me and I will show you a REAL WORLD way to explode your Pay Per Click profits.

## 2: The Secret to Monster Keyword Lists

Your keyword list is the backbone of all your Pay Per Click campaigns. You need to properly source and research relevant keywords for your market. Develop a good long list. Go deep and go wide, by that I mean explore every avenue and every avenue off every avenue etc. etc.

Here's a brief example of how to expand your lists by exploring related avenues. For this example I'll use mortgage as the root keyword.

Mortgage is a very competitive keyword because the commissions are very good.

So how do you get in on the action without paying through the nose?

Create your first list open Notepad and get pasting keywords. Think of different ways your prospect can interpret mortgage e.g. best loan, buy house, bad credit mortgage, no status loan, home finance, house purchase finance etc. This really is only marginally removed from the main keywords you should dig deeper still.

Open another Notepad document and next try expanding into types of mortgage - interest only, flexible etc. Now take these open a third Notepad and mix them up with your first list as you do this you'll find avenues of keyword clusters present themselves from single keywords e.g. flexible home finance, interest only house loan, best flexible mortgage etc.

Here's another avenue to explore. You could set up an Ad group focused entirely on mortgage company names take that further still and add a .com to the name or a co.uk or your own countries extension e.g. [www.somemortgagecompany.com](http://www.somemortgagecompany.com) . Open up another Notepad document for this.

It doesn't matter if this domain doesn't exist, people type these in to Google so it's possible you can pick up very low cost traffic with these keywords.

Broadly speaking stay clear of the general keywords and dig a little deeper expand on related terms or, here's a good one, rephrase those terms. To briefly go back to our example above 'best flexible mortgage' could also be entered as 'best mortgage flexible' or 'flexible best mortgage' or even 'mortgage flexible best' you get the idea. Better open another Notepad for these.

Put yourself in your prospects shoes. What would they search for? How would they type it into Google?

Now for even more ideas, check out these keyword goldmines -

Keyword type	Example
Spelling errors	widjet
Plurals	widgets
Typo's	widgte
Hyphens instead of spaces	buy-widget
No spaces between the phrase words	buywidget
Existing domain names	greatwidgets.com
US or UK spelling	coloured widgets
Add .com or .net or .info etc.	buywidget.com
Product names	sony widget
Product numbers	widget wg11
Serial numbers	wg11 123
Company names	great widgets limited
Company domain names	greatwidgetslimited.com
Domain names and variations	widget.com, www.widget
Competition sites Meta data, body copy or their name	This is pretty straight forward
Foreign words	widgiet
Add superlatives	best widget, great widget

As a side note PPC Accelerator can remove spaces, add hyphens, or anything else you like to thousands of phrases with a few clicks.

Be sure to separate out all these keywords in to different lists in a number of Notepad documents. You will be setting up different ad groups for each. It's important to not simply drop them all into one campaign together. I will be explaining more about this later in this Mini E-book.

But for now, I haven't finished yet. :)

Try combinations of words both forward and backwards e.g. buy widget, widget buy.

Check your site Log files, they're a great source of information on your site

visitors and they'll tell you what keywords people used to find you.

Try regional targeting; think of different words phrases for describing a region e.g. New York, east coast. Try long lists of more regional (town, city, state, province) words e.g. buy car New York, Canadian life insurance etc then go back to the top and try spelling errors, no spaces, plurals etc on these. Read magazines or sites relating to your market or the market you are promoting, look for industry jargon or buzz words you could utilize.

Try searches for your main keywords on the search engines and see what related terms pop up. Check the Meta tags on your competitor's site. Check the copy on your competitor's site.

Again be sure to keep these different lists separate in their own Notepad document.

Here's a handy link to a huge number of resources related to Pay Per Click <http://www.ppcprime.com/resources.php>. These are Pay Per Click resources I have built up over the last 3 years of using the Adwords system. This was previously only available to subscribers of my [Free Advanced Adwords Mini Course](#) and PPC Accelerator customers. I recommend you take a look, you'll find some powerful information related to this chapter and future chapters of this Mini E-book. You should also seriously consider signing up for my [FREE Advanced Adwords Mini Course](#) it contains more advanced techniques and extra in depth information beyond what is included in each chapter of this Mini E-book, information that will further boost your profits including simple code tricks that I don't reveal here.

Now I have to come clean here, you may have noticed above that I mention opening a Notepad document for each keyword list a number of times? Almost as if I'm obsessed by it. ▢ You probably realised that creating these keyword lists was going to leave you with a large number of Notepad documents open and believe me the more you have open the harder it is to find the exact one you want and the harder it is to organise them. Then when you consider that I'm talking about just one campaign above, what if you're setting up 2 or 3 or half a dozen campaigns. Instantly it becomes a nightmare tracking all these documents. Which quickly enter double figures.

Well this was my, not so subtle, way of demonstrating a need for some other software to manage these lists. I came across this problem years ago and so I fixed it. I created a software tool to manage all my keyword lists and campaign lists in one place easily with a tabbed interface, amongst other things it will also help you to source those keywords and format your list for 'exact match' and 'phrase match' with one click. Take a look at the [PPC Accelerator video demonstration](#).

Ok back to those keyword lists. I mention advertising on brand names above, Google is getting stricter on advertising on company brand names e.g. you can't use ebay in your keyword list and you haven't been able to do for sometime now. But as things stand it's not quiet closed off entirely but it's not far off. Just be aware of this.

A fantastic way to explore those keyword avenues mentioned earlier is to utilize a thesaurus, there's a link to one on the resource page mentioned

above.

Going back to my mortgage example. A quick thesaurus search on mortgage gives me -  
balance, bond, capital outlay, continuance, debenture, extension, instalment plan, lien, loan, mortgage, on account, on tick, plastic, respite, securities, stock, surplus cash, tab, trust, wealth

Not all entirely useful but I could expand on instalment and build a collection of words around that e.g. low mortgage instalments, mortgage instalment table, mortgage instalment payments.

Do you see where this is going?

I trust that gives you an idea of the power of going deep and wide on your keyword list building.

OK so you've got your lists. Now what?

You now need to further qualify your customers by adding negative keywords to your campaigns e.g. if you are selling a product you don't want people clicking on your ad looking for something free, or keywords that may qualify your ads for a product you're not selling e.g. digital camera case.  
Case is no good if you're only selling cameras. You can easily add negative qualifiers right across your campaigns now. This is pretty straightforward and I won't go into detail here.

Most of all when creating your keyword lists BE CREATIVE there are over 200 million searches on Google everyday and people have their own idiosyncrasies. **They WILL NOT always search for the most obvious terms related to your business.** In fact I came across statistics from Google recently that stated a surprisingly high number of search terms entered in to the search engine are unique and have never been entered before!! Even with over 200 million searches a day.

OK that's it for now. This is a fairly long chapter but it has to be, keyword sourcing is the backbone of any good PPC campaign. Without a good keyword list you'll get nowhere. :)

In the next chapter I'll go into more depth on how to organize the lists of keywords you create into ad groups and then we'll get right into the Adwords system and I'll explain the fundamentals of setting up a campaign, before I move onto some stunning tips for Ad writing.

Be ready to stomp on your competition. :)

### 3: Adwords Groups Plural

I'll make this as quick and easy as I can.

Each campaign should be broken down in to Ad groups. An Ad group sits within a

campaign and you can have up to 100 Ad groups in any one campaign.

Arrange your keyword lists into clusters e.g.

#### Grp1

Product Names - Model numbers - plurals - reverse wording etc

This is your root group with your core keywords.

#### Grp2

More about this below

#### Grp3

Domain names and variations www and without etc - company names, company domain names, domain names and variations e.g. mydomain.com www.mydomain etc,

#### Grp4 - superlatives & related

Best, cheap, cheapest, best buy

#### Grp5

No space, typo's, hyphenated

Etc. etc. refer back to the keyword list chapter for more grouping ideas.

**Essentially you should logically group certain keywords together.** The above groups are only suggestions. You could take it further and have one set of keywords per Ad group: -

Grp1 Main keywords Grp2 Model numbers Grp3  
Plurals

Etc. etc.

But then management becomes time consuming. Try to keep the Ad group number down by grouping keywords in a logical manner.

Now Grp2. I'm jumping ahead a bit here since we haven't discussed ad writing or campaign set up yet.

Run your ads for a while I suggest at least a couple of weeks at the maximum budget. More on budgets too in a future chapter. After a couple of weeks you will have a number of keywords that are performing well for you. Or at least you can see they are the potential best performers with the most searches even if you don't get any clicks.

Take these keywords and place them in Grp2. Only select regular keywords, by that I mean no typos, hyphenated or 'space less' keywords / phrases, domain names, company names etc. leave those where they are.

Grp2 is where you will use a technique to thrash your competition, explode your CTR and get those visitors to customer conversions really flying. With dynamic



landing pages. More of this in the [FREE Advanced Adwords Mini Course](#).

## 4: Save On Your Adwords Budget

**The budget is where so many advertisers fail.**

People new to Adwords quickly see their budget eaten up and dismiss the whole Adwords system. When in truth if they understood the system better and made a few small changes they would see their campaigns improve and their budget costs drop.

A successful campaign starts with the interface between you and your potential client the Ad. I'll be discussing Ad copywriting in the next chapter.

For now here's how to set and manage your budget properly.

This could save you a fortune -  
Do you advertise on the Adwords 'content' network?  
Do you even know what this is?  
You can find it in 'Edit Campaign Settings'.

**You could be haemorrhaging cash here without even knowing it.**

The content network will see your ad appear right across the Internet on sites related to your chosen keywords via Google's AdSense program.

The problem is that in most cases there's a huge difference between your ad on the search results page and your ad on someone else's site. This difference is in the state of mind of the person that will see your ad.

A person seeing your ad in Google's search results is proactively looking for what you're offering, at least if you've got your keywords right, and so they are much more likely to buy or complete the desired action on your site.

Somebody coming across your ad whilst 'browsing' the Net, and that's the key difference, is much less likely to complete the desired action. Since they are not proactively seeking out what you offer but instead casually come across your ad as they surf the Net, consequently their response will be much poorer.

**I suggest you immediately turn off the option to appear on the content network.** It's very easy to do simply uncheck the checkbox found in your campaign settings at the top right.

### Your daily budget

Start with a high budget to test and have your ad show the maximum number of times. This will build your CTR (Click Through Rate) for which Google will reward you by effectively letting you lower your bid without affecting your ad position.

Google's aim is to return the most accurate result for any search. If your ad gets lots of clicks, a good CTR, logically it must be relevant and effective. The Adwords system will then raise your ad position or at a minimum allow you to reduce your



bid without penalizing you by dropping the ad position.

To begin with you may want to spend less but a better attitude is to spend smarter.

Successful advertisers typically turn the daily budget up to the 'max' in their campaign settings area, based on Google's suggested daily maximum. Cost control is achieved through pausing poor-performing ads and groups, or lowering bids - not by cutting your daily budget.

If you're not appearing on the front page for a search you can't measure ROI accurately for your keywords. You MUST pay through the nose to begin with.

But be careful not to appear at No.1 as it can attract the casual clicker.

After initial testing if you've written a good ad and are getting good CTR then you should see your ad hold it's own when you lower your budget.

The idea is to get maximum exposure of your ad to better track keyword performance.

Don't underbid your Ad group because you're thinking of your "maximum bid" as your actual bid.

Further information on cost cutting budget management is available in the [FREE Advanced Adwords Mini Course](#)

Find out;

What every successful advertiser typically does with each campaign

How to manage your cost control

How to work out your daily budget

How to measure your ROI (Return On Investment)

Once again we've come to the end of a chapter. I hope you found the information in here compelling and most of all useful.

## 5: Explosive Adwords Copywriting

This chapter reveals some high-powered Ad copywriting techniques. Again there's a lot to cover here. So it's going to come thick and fast. You'll have to forgive me if I seem a little short at times I want to cram in as much as possible in this short space. :)

The most important thing to remember here is that this is the door by which visitors enter your site. You must entice them to open it.

This is their first contact with you.

You haven't got much space so you must make every word count.

[Buy Widgets Cheap](#)  
Large Quality Widget Selection  
All Sizes & Free Shipping  
[www.MyWidgetCompany.com](http://www.MyWidgetCompany.com)

Title max 25 characters.  
2<sup>nd</sup> line maximum 35 characters. 3<sup>rd</sup> line maximum 35 characters.  
Display URL 35 characters - generally your homepage url.  
Destination URL 1024 - the url that the ad actually takes you to.

Try to avoid casual clicks, mentioning 'buy' if appropriate will help you to do this. Again stay clear of the number 1 spot this is inclined to attract casual clicks. Numbers 2 - 4/5 are the prime spots. Visitors clicking in this region have at least considered your ad before doing so.

Your ad should present the theme of your landing page. They should match as exactly as possible more about this in a future chapter.

Before I actually go in to detail you may want to check out Google's own editorial standards -  
<https://AdWords.google.com/select/guidelines.html>

The guidelines they present are in most cases common sense.

Now when it comes to writing your ad you should use a call to action where possible. A call to action is a marketing and sales device that tells the customer how to take the next step towards a purchase or execute an activity. The most common example online of course is 'click here'.

You can't use 'click here' this is against Google's terms of use.

Examples

[Digital Camera](#)  
Save Now On A Digital Camera  
Limited Time Offer  
[www.DigitalCameraCompany.com](http://www.DigitalCameraCompany.com)

Digital Camera  
Save Now On A Digital Camera  
Limited Time Offer  
[www.DigitalCameraCompany.com](http://www.DigitalCameraCompany.com)

'Save Now' followed by 'Limited Time Offer' leads the reader to believe they must act quickly to benefit. You should also note the capitalization in the URL. This helps to make the address a little more legible.

[I Cured My Arthritis](#)  
Find Out How  
Buy My E-Book Now  
[www.CureArthritis.com](http://www.CureArthritis.com)

I Cured My Arthritis  
Find Out How  
Buy My E-Book Now  
[www.CureArthritis.com](http://www.CureArthritis.com)

Here the title also plays a part. Both 'I Cured My Arthritis' and 'Find Out How' create intrigue and curiosity, which is followed by a call to action 'Buy My E-book Now'. 'Buy' also works as a pre-qualifier, by that I mean by using the word buy we filter out those looking for free information.

Finally take note of the capitalization throughout both ads. This has the effect of strengthening the wording and is very powerful.

There isn't much space to work with here but where possible remember and utilize an old Advertising rule - List benefits NOT features -

Don't neglect your ad copy. You may not be a great copywriter but with practice, you can become one. Describe clearly and accurately what you have to offer without trying to be clever. Save the high-powered sales techniques for your landing page. With so few words copywriting rules are very restricted for your ad but very important for your landing page.

This is where clarity, accuracy, targeting, and testing will pay off. You are not trying to persuade here, there isn't space. Instead we are attempting to *pre-qualify* users with our ad by grabbing their interest and setting them up for what is to come next on our landing page. You should also consider using a reassuring message that might cover their main objection - something like free shipping, new low price etc. or if you offer a product for sale when comparable products are free the mention of a price or the word 'buy' will filter out the people looking for a freebie and save you that click cost. Remember to focus your ad copy on your target prospect. Consider who your customer is. Care for your customer he could buy from you again and again. Start by not patronizing him with your ad copy. Overly enthusiastic copy may be a turn off, but then again it depends on your target market. This approach may appeal to teenagers for example or time sensitive offers. A definite turn off on the other hand is overly familiar wording and hard sell.

What does work is an appeal to a persons self interest with the use of motivational words - The seven key copy drivers -- hot buttons - which change human behavior, are: fear, greed, guilt, anger, exclusivity, salvation, flattery. Set up one of your three ads using one of these hot buttons.

Consider working one of these in to your ads and use them on your landing page unsparingly. If your copy isn't positively dripping with one or more of these, tear it up and start over.

#### A Few Examples

fear	A limited time offer equates to a fear of loosing out
greed	A very basic example is the standard 2 for 1 offer that is so prevalent these days.
exclusivity	The next 100 orders only at half price
flattery	You owe it to yourself, you deserve this because your smart etc.

Selling something? Think of different ways a searcher may type 'buy' e.g. purchase.

Do you want users to perform an action such as complete an application then use -

apply, application, apply for, apply online etc

Remember respect your prospect. Put yourself in their shoes.

Would you click on that ad you've just written?

Constantly review your ad copy based on performance.

Consider using free information as a relationship opener it's a classic approach now across the web. Offer free information in return for an email address. Make your offer as accessible and attractive as possible. There's more about what you can do to improve your ROI in a future chapter.

Overall remember when putting your ad together to double-check everything, especially your target URL & spelling throughout.

Ok that's it for this chapter. I trust you found it informative and helpful.

Further information on Ad Copywriting is available in the [FREE Advanced Adwords Mini Course](#)

Find out;

What you must disable in the Adwords system to be able to track your ROI

How best to track and tweak your ads

How to appeal to peoples self-interest to improve your CTR

What are the 13 most powerful and evocative words in the English Language

## 6: Optimizing Your Landing Page

An optimized landing page can increase your sales or desired action by 400%.

I'm going to reveal some very exciting techniques and tactics in this chapter that will explode your ROI by showing you how to optimize your landing pages way, way, way beyond what you might expect.

Your landing page should be seen as part of your ad. They should work together.

For best results you should build or modify a page specifically for your ads. Optimize the path you want people to take on visiting your site. It may make sense to strip out almost all your navigation, certainly remove any banners or links to other offers you may have.

Here's a quick list of key points to consider -

- Keep your original objectives (sales, leads, opt ins) in mind.
- Refer to specific keywords, offers, and calls to action on your landing pages.
- Use my dynamic keyword technique to re-write the page copy on the fly.

Only available in the [FREE Advanced Adwords Mini Course](#)

- Make your landing page navigation as simple as possible.

Even to the point of removing all links bar the required action link

e.g. the buy or submit button.

- Remove unnecessary distractions, streamline your page to get the required action.
- Help people get what they want in three clicks or fewer.
- Don't create obstacles that discourage easy sales transactions.
- Ensure that people can get back to Google by clicking the back button.
- Ensure that you don't have a pop-up or pop-under on the landing page.

It seems like a lot to remember but most of it is common sense.

Consider adding sound to your site or live chat there's a link to free chat software on <http://www.ppcprime.com/resources.php> . Your prospect may have a simple question that once answered would allow them to take the action you desire. By having a live chat feature on your landing, sign up or checkout page you can help remove any final barriers to your desired action. Your chat software is a virtual sales person on standby if needs be.

Another option is adding audio to your site and when I say audio I mean spoken word not music. The benefits are enormous. It's more personal; it offers a quick and easy way for your prospect to be introduced to your product or offer without having to wade through your sales text.

Plus it's still unusual enough online to impress the hell out of them. How much more confidence will it give a prospect in your company if you demonstrate you're in touch with the latest Internet developments by featuring audio. You can bet your competition isn't doing this YET.

Get the jump on them now!!!

These are just two options you have for enhancing the buying experience there are lots more. E.g. 3d models of your products, 360degree panoramas of your holiday villa, full-blown multimedia presentations of your product or service etc. But adding chat and sound are within every ones budget and highly effective.

Be upfront with your visitors strive to give them confidence in your page and your site. It's always good to have contact details prominent, phone number, email and even your address. It gives the impression this is a real and accountable business.

Remember focus on getting your prospect to do one thing, simple single page sales letters work.

I'll reiterate we are focusing here on making your prospect do the one thing you desire of them, don't distract them away from that.

Whether you want them to make a purchase, complete an application form, or leave their name and email address.

Choose a landing page related to your ad don't just link to the homepage unless it contains the relevant action you are trying to achieve.

Remember to double-check your ad URL takes you to the correct page if your not

linking directly to your home page. This is doubly important for affiliates. The last thing you need is to work hard on a campaign only to discover you're sending prospects to the wrong page.

Again put yourself in their shoes and go through your page the way they would.

What would they like to see what would reassure them, entice them and encourage them to take action?

When it comes to website credibility research at Stanford University has discovered that with the general public design is the No.1 leading criteria at 46%.

Believe it or not this is above a privacy policy, the copy or even the name and reputation of the company they are dealing with. Superficial as it is having your site professionally designed will help win you customers and make sales.

If you are working on a budget then take a look at <http://www.templatemonster.com> for low cost ready made professionally designed templates at a fraction of the cost of hiring a designer. I am a designer and I sometimes buy in templates for my own new sites to save me time on starting from scratch and I love designing new sites.

Remember the copy drivers that change human emotion mentioned in the chapter on ad writing and the call to action, this is just as relevant more so in fact on your landing page you now have the space to do them justice and really push the envelope.

With your ads running and your landing page optimized check your log files for browse patterns. If you find a lot of prospects add a product to their basket but then leave, it could be that your checkout process is missing some vital ingredient e.g. you're not reassuring them that they're totally safe in using their credit card on your site.

Or what if your site breaks for some unknown reason at some point. Maybe people are trying to buy but getting an error on clicking through to your checkout. Run through everything. Check all your links are working on the landing page at least. Really you should be checking them site wide, there's a link to software to do this for you free at <http://www.ppcprime.com/resources.php>.

With all this in place are you still finding it hard to make the conversion to a sale? Then consider giving away a free report in return for an email address and build and opt in list you can target later, it's a classic approach now across the web. Make your offer as accessible and attractive as possible. Once prospects sign up it removes a huge barrier and instills the beginnings of a trusting relationship. Which becomes very valuable further down the line as you sell over and over again to existing customers.

Still struggling? Then sell a smaller ticket item and up sell to these customers later. It's a well-known fact it's easier to sell to an existing customer than a new one.

We've hit the end of another chapter.

The next chapter has some powerful information, which really will explode your CTR.

## 7: The Adwords Guru Secret - Dynamic Keywords

Few Adwords users know of this powerful tactic this is the 'Adwords Guru's' Dirty Little Secret'. The one they've all kept to themselves.

So far I've gone through the Adwords system researching keywords, writing ads etc and out the other end to optimize site-landing pages. I've discussed best practices and a host of techniques that will improve your ad performance and improve your ROI.

If I left it here then you'll still get great results from your ad campaigns.

But then I wouldn't be giving you true 'value for money' and really living up to what I promised in the introduction to this Adwords Mini E-book.

That's why in this chapter I'm going to reveal a simple but enormously powerful technique and hidden feature of Adwords.

You're going to get very excited I promise so bare with me.

Basic tracking of ads has been mentioned briefly already. Although the syntax hasn't been mentioned. E.g. [www.yoursite.com?ad=onead](http://www.yoursite.com?ad=onead)

Essentially what you're doing here is adding a trackable variable to each ad. Which will enable you to see which ads are bringing you visitors but more than that exactly which ads and, as I reveal below, which keywords are bringing you sales.

In the above example, '?' indicates the start of a variable string. 'ad' is the variable and 'onead' is it's content. You can use whatever you like for both the variable name and it's content. The important thing is being able to identify which ad this is. You could have a keyword as the variable content. E.g. ad=mywidget and set up an Ad group full of mywidget keywords and related terms.

This is all very well but your Ad group could include tens of keywords that receive clicks. These could range from a few cents to a good few dollars per click.

What if you could track these keywords individually?

What if you could identify the keywords that result in a paying customer and those that do not?

Logic dictates that using the example above you would need a number of ads to track your best keywords, one for each keyword or small keyword cluster, not very efficient. And a lot of work to set up and manage if you want to know which keywords are working best... or is it. :)



### Killer Secret Weapon 1

**The Dynamic URL!!!!** The Adwords system has a little known capability that used properly, used the way I explain it, will completely transform any campaign you run and I mean any.

It's a massive time saver allowing you to eliminate multiple ads by discovering poor performing keywords and identify keywords and/or Ad groups that cost and don't convert. Thus allowing you to channel your budget into the most responsive and cost effective keyword areas.

You can take the exact keyword / phrase searched with on Google add it to your ad URL and pick it up at your site.

Then, how about this, drop that keyword into your sales / application form and have it delivered to your inbox with each form submission or sale!

Essentially you've now got real-time tracking of your keywords!

This is very powerful stuff. But I've only scratched the surface of the possibilities here. It goes a lot further, a hell of a lot further. :)

**How about tailoring the copy on your site dynamically to the exact phrase each visitor has typed in to Google.** Imagine how much that would re-enforce your visitors confidence in the fact that they have found exactly what they where looking for at your site. Imagine then how much that would increase your sales by.

I was in fact very reluctant to give this information away. But I decided in the end, I would, but in such a way as to keep my competition at bay. Which I'm afraid I've done by leaving the revelations to my [FREE Advanced Adwords Mini Course](#). With the emphasis on FREE!!

:( Let me explain...

### ...Those Missing Chapters

I fully expect this Mini E-book to go viral I figured that by keeping the most valuable information locked away in my [FREE Advanced Adwords Mini Course](#) I would shut out a lot of dabblers and pass on the information only to those serious about pushing Adwords to the limit and in turn limit the information leak.

Plus! it will keep the competition to a minimum for you my valued reader and I. :) The last thing we want is this information being freely available right across the Net.

### What My Free Mini Course reveals is -

- The exact syntax for the dynamic insertion of your keywords into the URL
- How you can use this same technique in your ad copy to massively increase your CTR AND in the copy on your site!!
- THE CODE TO TAKE YOUR KEYWORD / PHRASE AND ADD IT DIRECTLY TO YOUR LANDING PAGE

● THE CODE TO HAVE YOUR KEYWORD / PHRASE DELIVERED WITH EACH ORDER

I open up my web developers' bag of tricks and come at this from an angle few have thought to.

I've combined my Internet marketing experience with my web designer / developer experience and my SEO experience to present you with some jaw dropping techniques to honestly explode your Adwords campaigns beyond all recognition.

Beyond the above information I also go much more in depth with Managing your budget -

Find out;

- What every successful advertiser typically does with each campaign
- How to manage your cost control
- How to work out your daily budget
- How to measure your ROI (Return On Investment)

And I also giveaway much more information on Ad Copywriting -

Find out;

- What you must disable in the Adwords system to be able to track your ROI
- How best to track and tweak your ads
- How to appeal to peoples self-interest to improve your CTR
- What are the 13 most powerful and evocative words in the English Language

All in All If You're Serious About Improving Your Adwords Bottom-line then you need my [FREE Advanced Adwords Mini Course](#)