

Written By: Chuck Mullaney

“The Unofficial AdWords Quick Start Guide”

This is what the “AdWords® Quick Start Guide” would look like if a PPC PRO wrote it!



YOU **DO NOT** HAVE THE RIGHT TO DISTRIBUTE THIS PUBLICATION IN ANY WAY FOR ANY REASON WHATSOEVER.

All Rights Reserved.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form, or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the publisher or a license from Chuck Mullaney.

www.PajamaNetwork.com

Contents

1. Introduction
2. The Fundamentals
3. Make Use Of This Information
4. What the heck is a “Quality Score”..?
5. Be BOLD!
6. Summary

Introduction

Google AdWords® is a great place to start advertising when you're new to marketing online because you only need \$5 and 15 minutes to get your ad in front of literally millions of potential customers.

HOWEVER!

It will also mean financial frustration for more than 90% of you and here's why;

It's a common issue really. Just following Google's examples for writing your PPC ads can actually help you FAIL, and fail quickly.

You see, there are some very important differences between writing successful PPC ads and writing other types of successful advertising copy and I doubt highly that an experienced PPC advertiser wrote the AdWords® tutorials and examples.

Don't blame them; they're not trying to screw you up. As a matter of fact, Google is one of the most

customer friendly businesses I've ever encountered. This type of problem is actually normal. eBay® is another company making this mistake.

Don't get me wrong; I have absolutely no intention of letting them know this is happening. 😊

After the next 20 minutes or so, you'll have a decisive advantage over everyone else just starting out with Google AdWords® Advertising (PPC= Pay Per Click).

The Fundamentals

The basic fact of the matter is that if you don't take a deep look at your customer's situation, and by this I mean their feelings, concerns, problems, and motivations; you will never actually "connect" with them. If you can't connect with your customer or simply understand their position, you will never have above average results when marketing to them.

Most of the searches online are focused on "free information". Me, you, ...all of us are searching for free information when we go to a search engine.

Now I know there are exceptions to this. Christmas shopping, Birthday shopping, replacing a broken car part, etc... However, in general, we are looking for free information and focusing your efforts on the minority or the exceptions to this standard is just plain short sighted.

Assuming you’re not wasting your time right now trying to come up with more exceptions or reasons to question this, it should be easy for you to understand that your PPC ads just need to offer what everyone is searching for: “Free Information”.

This is exactly the opposite of the example ads that Google provides. Again, not intentional, but just as counterproductive.

Make Use Of This Information

Do Not! I repeat, Do Not talk about selling anything at all in your ads.

Don't talk about having the best deals, don't say that you're offering XX% off today, and don't even mention the word "discount".

Free Information!

Examples:

"Need DVD Player Info?"

"Free DVD Player Information"

"Get DVD Player Information Here"

"Best Free DVD Player Info"

These are headlines or descriptions that will speak directly to the majority of users searching for "DVD Player".

Implementing this can increase your click thru rates overnight, and therefore your Google Quality Score.

What the heck is a "Quality Score" ..?

Google's Quality Score is simply its way of rating your ad's success or failure as opposed to your PPC advertising competitors.

In general, if your ad gets clicked more than everyone else's, your Quality Score will go up. If your ad is not getting clicked as much as other's, your Quality Score will go down.

Remember this is not called "The Definitive AdWords® Guide"; there are multiple factors that determine your Quality Score. However, the CTR (click thru rate) is the aspect we are focusing on here.

When your Quality Score is low, you will definitely know it because your ad will go down in ranking and progressively cost you more per click.

When your Quality Score is high, you will definitely know this, as well, because your ad will go up in ranking and automatically cost you less per click.

Be BOLD!

Have you ever noticed that Google’s software makes every instance of the user’s keyword(s) bold throughout all of the search results?

If not, go try it out. Search for “Digital Camera” on Google and notice that everytime the word “Digital” or the word “Camera” show up in the search results, they are bold.

Well, this is extremely important.

Why?

Because the first determining factor in your ad’s success is actually being noticed by the user. If the user doesn’t notice your ad on this page full of words, it will never be a successful ad.

The way you take full advantage of this is by ensuring that the user’s keyword(s) are on each line of your ads.

How can this be done?

By committing yourself to the long painstaking process of creating a new ad for every single keyword you decide to bid on.

This is the only way you can be sure that the user’s keyword(s) are actually included in your ads.

There is one single alternative to this which will give you the same benefit of having the user’s keyword(s) on each line of your ads WITHOUT having to go through hours and hours of ad writing and that’s by using [KeywordESP®](#) AdWords® Domination Software Program.

KeywordESP gives you simple codes to copy and paste directly into your AdWords® ads and web pages that actually use the user’s keywords to create your ad a split second before your user’s results appear to them. It’s like you’re reading their minds and your Quality Score will immediately increase as a result.

Summary

You've just learned a few key tips to create successful PPC ads and the most important part is that Almost Nobody knows these.

- Don't sell in your AdWords® ads
- Stress that you are offering Free Information
- Be sure to include the user's keyword(s) in each of the 3 lines in your AdWords® ads.
- Save tons of time doing this with [KeywordESP®](#)

I hope you realize just how powerful this information is and I hope you put it to use right away.

To Your Success,

Chuck Mullaney

www.PajamaNetwork.com

* Free gift for your comments about this guide

[Send Comments Here.](#)