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# Top 37 **Killer** AdWords Pay-Per-Click Secrets

**EXPOSED**



**37 Proven Ways You Can  
Out-Think, Out-Perform  
and Out-Earn Your Google  
Click Competition Online!**

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Discover 32 More Killer Google AdWords Secrets today plus 5 BONUS BRIBES  
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## Introduction

There's really nothing better than discovering the *real* results that *real* Google Pay-Per-Click (PPC) ads produce in the *real* world. In this book, those real results are presented to you - again and again.

Google AdWords is considered by many as the most powerful method of gaining business today. It's an extremely powerful tool – that's true.

But its inherent power leads many, many advertisers to great frustration.

That's not the worst of it. A downward spiral of ad performance can lead you to throw more and more cash at Google (and they really *don't* need more of it!) in a desperate attempt to get AdWords performing as well as you 'know' it should. Everyone else is doing so well with Google Pay-Per-Click....aren't they?

Well, actually - they're not. *No way.*

How can this be? A few advertisers discover the right mix of techniques and strategy to make AdWords work extremely well. Good for them.

But many more struggle and ultimately throw in the towel, vowing never to touch Google AdWords again. More than one business has gone bankrupt, after blowing massive amounts of cash on Google AdWords and giving up.

And that's just beyond stupid. What's more, it's a real shame. Because Google AdWords truly *can be* one of today's best methods to grow your business.

Is there a way out?

Yes. The trick to winning at Google PPC is to discover the mistakes of others, then applying lessons from in-depth, valid research. Plus testing, testing, testing.

We've done most of that for you. Now, you simply have to select the Secrets most helpful for you, and gradually start bringing them into your own Google AdWords campaigns.

You'll notice the 37 Secrets are not grouped in any particular order. That's intentional - for two reasons;

1. Google AdWords success is achieved by considering a wide variety of factors.
2. Presenting each Secret throughout the book in a varied manner makes it very readable, as it holds your interest. Let's face it - it's not easy to get excited about, say, keyword selection. But show us a single word change in our ads that boosts performance by over 100% - now we're talking!

## FIVE FREE SAMPLE SECRETS FROM THE NEW BOOK

The Secrets contained in this book deliver an incredible Google AdWords edge to you - over and over. Even if you only apply a *small fraction* of these proven Secrets, you'll be far, far ahead of your competitors.

With this in mind, let's get started. Discover these 37 Secrets now - before your competitors do!



**How To Stop *Screwing Around* with Google AdWords  
Now and Actually Get Google *SELLING* for YOU. Quickly  
& Easily!**

**Google Insider Reveals; "How To Discover  
More Google AdWords Secrets than Your  
Competition; YOU'LL Make Money While  
THEY Lose"**

Give me just a few minutes and *I'll show you how the full  
37 Killer AdWords Pay-Per-Click Secrets Exposed*  
eBook truly can turn your Google AdWords campaigns into winners!

**When you've read the 5 Secrets in this sample package and you want to  
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## Top 37 Killer AdWords Pay-Per-Click Secrets – Exposed

- Secret #1** – Never Let Google Choose Your Winning Ad
- Secret #2** - How to Select Keywords the Smart Way
- Secret #3** - Do 'Sure-Fire' Headlines Work?
- Secret #4** - Use Ad Variations – At All Times
- Secret #5** - Always Use Keywords in Your Headline
- Secret #6** - Only Have a Small Number of Keywords for Each Ad Group
- Secret #7** - Bid High Now, Save Money Later
- Secret #8** - How to Use Imagination in Your Ad Text to Beat Your Competition
- Secret #9** - How a Killer Word Can Boost CTR by 30% and CR by 65%
- Secret #10** - Use Descriptive vs. Salesy Adjectives
- Secret #11** - Use Keywords in your Display URL to Boost Your Quality Score
- Secret #12** - When Capital Letters in Your Ad's Display URL Can Kill You
- Secret #13** - Don't Yell and Boost Your CTR by 234%!
- Secret #14** - Did You Know That You Could Boost Your CTR By 90% With This Phrase?
- Secret #15** - Isn't it Amazing what You Can Get Away With on Friday Nights?

**Secret #16** - When Less is More

**Secret #17** - One of the Most Powerful Ads to Take Business From Your Competitors

**Secret #18** - Speak Plain English to Boost Your Click-Through-Rate

**Secret #19** - Put Benefits and Features in their Proper Place

**Secret #20** - A Probing Question Can Boost the Click-Through-Rate of PPC ads by 244%

**Secret #21** - How Emotional Words Play a Dead-Serious Role in Google Ads

**Secret #22** - A 'Guaranteed' Way to Boost Your ROI

**Secret #23** - It's Rhythm and Rhyme Time !

**Secret #24** - Little Things Make a Big Difference

**Secret #25** - Put Prices in Your Ad Text and Save With Every Click

**Secret #26** - Mimic a Universal Call-to-Action and Boost Your CTR by 100%

**Secret #27** - Send Your Prospect to the Right Page

**Secret #28** - It Sucks to be #1 – So Avoid It !

**Secret #29** - Don't Advertise 7 days a Week

**Secret #30** - Do (*and Don't*) Monitor Your Ads Closely!

**Secret #31** - Why SEO Copywriting Doesn't Work for Pay-Per-Click Direct Marketers

**Secret #32** - Learn How to Boost CTR 75% - by Being More Descriptive

**Secret #33** - Easily, Rapidly, Quickly Boost Your ROI by 20%

**Secret #34** - Tell Prospects What to Do Next and Boost Your CTR

**Secret #35** - How to Double Your Click-Through-Rate in 15 Minutes

**Secret #36** - Go for Quality - Not Quantity

**Secret #37** - Optimize for Leads – Not CTR and Not ROI

**About the Authors** – See Final Page

**We recommend you print this eBook, for more enjoyable reading - plus maximum convenience while working in your Google Account creating ads.  
It is 110 pages long, with some color pages.**



## Helpful AdWords and Online Marketing Definitions and Abbreviations Used in this Book

### **Ad Rank/Positioning**

An ad's position is based on its Ad Rank, which is determined by your keyword or Ad Group's maximum cost-per-click (CPC) times the matched keyword's Quality Score. For the top positions above Google search results, however, we use your ad's actual CPC to determine its position.

### **Ad Variations**

Ad variations are multiple versions of an ad for a single product or service, all based on the same set of keywords. Variations are a good way to test many versions of the same message to see which works best with potential customers.

### **Click-Through-Rate (CTR)**

Click-Through-Rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions).

### **Conversion**

When a user completes an action on your site, such as buying something or requesting more information.

### **Conversion Rate (CR)**

The number of conversions divided by the number of ad clicks. Note that the conversion rate should not be greater than 100%. Conversions are only counted on Google and some of our Google Network partners. The conversion rate is adjusted to reflect only the ad clicks on which Google can track conversions.

### **Daily Budget**

The amount you're willing to spend on a specific AdWords campaign each day. AdWords displays your ad as often as possible while staying within your daily budget. When the budget limit is reached, your ads will typically stop showing for that day



### **Destination URL**

When you create your ad, you'll specify a display URL and a destination URL. The destination URL is the exact URL within your website that you want to send users to from your ad.

### **Display URL**

This is the URL displayed on your ad to identify your site to users. The green text in the sample ad below is the display URL. Users clicking on this ad have a clear idea of the website or landing page to which they'll be taken when they click on that ad.

### **Keyword**

The keywords you choose for a given Ad Group are used to target your ads to potential customers.

### **Landing Page**

An active web page where customers will 'land' when they click your ad. The web address for this page is often called a 'destination URL' or 'clickthrough URL.'

### **Pay-Per-Click (PPC)**

The pricing structure used by some online channels to charge an advertiser each time a user clicks on the advertiser's ad. The amount is usually set by the advertiser, not by the channel. Also called cost-per-click (CPC).

### **Prospect**

A candidate: someone who is considered for something (in the context of this book, a potential customer or client)

### **Quality Score**

Quality Score is the basis for measuring the quality and relevance of your ads and determining your minimum CPC bid for Google and the search network. This score is determined by your keyword's clickthrough rate (CTR) on Google, and the relevance of your ad text, keyword, and landing page.

### **Return on Investment (ROI)**

The benefit gained in return for the cost of your ad campaign. Although exact measurement is nearly impossible, your clickthrough rate and your conversion rate combined with your advertising costs, can help you assess the ROI of your campaign.

### **URL - (Uniform Resource Locator)**

The address/location of a webpage or file on the Internet.

## **Beginner, Intermediate or Advanced?**

This book is for Intermediate and Advanced advertisers who've already learned how to set-up the basic features of a Google AdWords account.

Here in this book, we don't discuss the basics. For those that wish to review more basic Google AdWords strategy, please visit [www.MindValleyLabs.com/products](http://www.MindValleyLabs.com/products) , where some excellent free and paid resources on Google AdWords basics are available, as well as more advanced techniques.

## **An Important Note about Google Analytics**

An important step in creating superior Google AdWords campaigns is the use of Google Analytics, now free with your Google account (until late 2006 Google Analytics would have cost you over \$4,000!)

This important subject needs a dedicated book all its own to cover it properly. Google Analytics is not discussed in this particular book.

However, there are a number of online resources available to help you set up and monitor Google Analytics for maximum benefit.

News of Google Analytics training, free Analytics Webinars and other information will become available to you if you sign up for my free series of Google AdWords tips by email at; [www.BetterClix.com/adwordsmys.html](http://www.BetterClix.com/adwordsmys.html)

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