

3 Adwords Profit Secrets That Newbies Don't Know

The Extreme Profits Report

<http://AdwordsMogul.com>

©2010 AdwordsMogul.com

LEGAL NOTICE

EVERY EFFORT HAS BEEN MADE TO ACCURATELY REPRESENT THIS PRODUCT AND IT'S POTENTIAL. EVEN THOUGH THIS INDUSTRY IS ONE OF THE FEW WHERE ONE CAN WRITE THEIR OWN CHECK IN TERMS OF EARNINGS, THERE IS NO GUARANTEE THAT YOU WILL EARN ANY MONEY USING THE TECHNIQUES AND IDEAS IN THESE MATERIALS. EXAMPLES IN THESE MATERIALS ARE NOT TO BE INTERPRETED AS A PROMISE OR GUARANTEE OF EARNINGS. EARNING POTENTIAL IS ENTIRELY DEPENDENT ON THE PERSON USING OUR PRODUCT, IDEAS AND TECHNIQUES. WE DO NOT PURPORT THIS AS A "GET RICH SCHEME."

YOUR LEVEL OF SUCCESS IN ATTAINING THE RESULTS CLAIMED IN OUR MATERIALS DEPENDS ON THE TIME YOU DEVOTE TO THE PROGRAM, IDEAS AND TECHNIQUES MENTIONED, YOUR FINANCES, KNOWLEDGE AND VARIOUS SKILLS. SINCE THESE FACTORS DIFFER ACCORDING TO INDIVIDUALS, WE CANNOT GUARANTEE YOUR SUCCESS OR INCOME LEVEL. NOR ARE WE RESPONSIBLE FOR ANY OF YOUR ACTIONS.

ANY AND ALL FORWARD LOOKING STATEMENTS HERE OR ON ANY OF OUR SALES MATERIAL ARE INTENDED TO EXPRESS OUR OPINION OF EARNINGS POTENTIAL. MANY FACTORS WILL BE IMPORTANT IN DETERMINING YOUR ACTUAL RESULTS AND NO GUARANTEES ARE MADE THAT YOU WILL ACHIEVE RESULTS SIMILAR TO OURS OR ANYBODY ELSE'S, IN FACT NO GUARANTEES ARE MADE THAT YOU WILL ACHIEVE ANY RESULTS FROM OUR IDEAS AND TECHNIQUES IN OUR MATERIAL.

The author and publisher disclaim any warranties (express or implied), merchantability, or fitness for any particular purpose. The author and publisher shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of this material, which is provided "as is", and without warranties.

As always, the advice of a competent legal, tax, accounting or other professional should be sought.

The author and publisher do not warrant the performance, effectiveness or applicability of any sites listed or linked to in this Ebook or article or information product or service or audio, video, or other digital or media materials.

All links are for information purposes only and are not warranted for content, accuracy or any other implied or explicit purpose.

You have full giveaway rights to this manual. You may give away this as a bonus to any product or membership site.

However you may not change any part of this report whatsoever.

Introduction

Congratulations!

You are now on a brand new path to success. This report will help you understand some basic principles necessary for a successful online business that uses Adwords as a tool for driving traffic.

Many people underestimate how much money they can make using this powerful advertising system.

Either they pay too much because they don't know how get cheaper keywords or

...they don't access the additional profits they could be getting using just a few simple strategies.

If you are ready to take your business to a whole new level... this is your time.

Let's get to it, then!

In your service,

Jean Paul

(Pro Marketing and Google Adwords Consultant)

P.S. If you want a way to make even more money visit

<http://www.AdwordsMogul.com> for a pleasant surprise that will turn your business around!

How to use this report

This report contains simple concepts that are most used by people who are involved with Adwords professionally.

It doesn't contain information on the basic aspects of your Adwords Account.

Since I specialise in Search Advertising, this is what this report is about.

For these tips to work most effectively, please apply them on campaigns that are opted only into Google Search, not the Display Network.

I strongly recommend that you visit the Google Learning Centre for more tips and advice.

You will also find a lot of useful information on my site:

<http://AdwordsMogul.com>

Secret 1

Holy Grail of Adwords – Quality Score

After you read this chapter:

- You will be able to strategically minimize the cost of your clicks
- You will understand the most common reason why your ads may stop running
- You will know how to pay less for a higher position on Adwords
- You will have specific tactics that will immediately improve the performance of your ads and keywords.

This chapter introduces you to one part of Adwords that you will always want to pay attention to.

You may have heard about a concept known as Quality Score. Before I go on to tell you more about it, let me first explain to you why you absolutely need to understand Quality Score.

In fact, after this chapter you may want Quality Score to become your best friend! 😊

When your Quality Score is low, Google may actually stop your ads from running! In fact this is the most common reason why many newbie campaigns are stopped.

With a good Quality Score you are assured, for the most part, that your ads will keep running smoothly and without interruption.

When your Quality Score is low, your clicks become extremely expensive. My biggest mistake when I was starting out was the fact that I thought Adwords was all about who could bid the highest. Boy was I wrong!

The irony is that, as your Quality Score increases, Google rewards with at least two things:

- 1) A higher ad position
- 2) Lower Cost Per Click

That's right you end up paying less for a higher position.

Now, with a low Quality Score, you keep getting lower and lower positions.

This usually means getting less clicks on your ads.

When the Google “machine” sees your ad has less clicks it say to itself “Oh, she is not getting loads of clicks. This means users don’t like this ad, I will lower this ad’s/keyword’s position. In fact, if the bid is too low I will stop running her ad altogether”.

On the other hand, with a high Quality Score, your ad goes up. When your ad goes higher up you get more people clicking on it.

This makes Google happy. You are happy too, because you are paying less for more clicks!

To quickly illustrate, when I started out, in my niche I used to pay between \$4 to \$5 dollars per click.

After I learnt the strategies I’m about to show you I started paying between \$0.29 to \$0.50 per click.

That’s 10 times less!

So what is this Quality Score thingy?

The Quality Score is not a “thingy”. It is simply a way for Google to measure how relevant and useful your ad is to Google’s users.

You see, the people at Google are really smart; they know that if your ads are useful and relevant, more people will want to click on them (more money for Google).

In turn when you get more visitors from Google, you will keep advertising with them.

Of course, the more useful the “stuff” on Google is, the more people will keep coming and telling their friends about Google. (By the way, I think the only people, who haven’t of Google are probably those who live in caves, I’m just saying...) 😊

I hope you are getting the point. Google wants everybody (and that includes you and me my friend) to be happy with their service.

Because that's how everybody makes more money.

And that's where Quality Score comes in.

When people click on your ad, it's like they are giving a vote for you to have a higher Quality Score.

So as your number of clicks increases Google rewards you by improving your position and lowering your Cost Per Click.



Geek Alert!

Let's take a look at some definitions:

Quality Score: simply put a measure of how useful and relevant your ad is. Google Adwords "masters" like to refer to it as **Q.S.** for short. It is measured on a scale from 1 to 10(from 1/10 to 10/10).

Cost Per Click: The amount of money you pay per click. Also known as **CPC**.

Max. CPC: The maximum amount you are willing to pay per click.

Impression: Each time your ad is displayed is called an impression. I don't think it has an acronym (**I** maybe...) 😊

Click-through-rate: The percentage of people who click on your ads as compared to the number of people who see it. Or if you like math: $(\text{Number of clicks}/\text{Impressions}) \times 100 = \text{CTR}$. By the way **CTR** is short for Click-through-rate.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

