

GOOGLESECRETS



The Powerful Secrets of **Google** **Adwords** & **Google Search** **Options**

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Foreword

By The Author Fern Fidalgo

Most of us know how hard and difficult it is now in the competitive world of business online and marketing our products to get them sold and make it all work online, hopefully fully automated (I have a dream!) but not least, work from home without having to get up at 6:45 am to be at work by 9:00 am due to the heavy traffic volume (and for those in winter climates, I feel your pain) and in some cases, winter storms or cold rain.

Most of us strive for a little more than that. Whether you are looking to start up a home business through eBay or want to become the next Google Search Engine, we all have to start somewhere and most of us usually start from home in our personal computers, part-time after work or after the kids have gone to bed.

First and foremost, whether you have a business or business idea ready or not you do need to have something that you truly enjoying working with whether it be writing, selling or participating in affiliate programs. One thing is for sure, to make this guide a very useful tool you need to have a product, service or idea to make this all worthwhile.

Once you have found your product or service, this is where our little guide here comes in handy. I am constantly amazed at how many great products and services there are out there and **THEY ARE NOT SELLING**. So much focus and attention to detail was put into the product and website that all the time (and money) was spent and by that time, most people are just too overwhelmed to take on an effective marketing campaign.

This guide is not how to get your website ranked in the top 3, or 5 or 10 or anything like that. We have quickly found that if you have a great product and do what is listed in this guide, you should not have to spend your hard earned money on these submission services (and some of them are more counter productive than productive) or spend valuable time submitting your website manually to the tens of thousands of Search Engines in the marketplace.

Welcome to the world of Google Secrets, Tips & Tricks Volume 1 where we help you set up a website, optimize it, work Google Adwords to maximize your sales and profits and assist you with the Google Search Engine tools that most 99% of the people are not aware exists!

This guide can, and should be read in any fashion you like. The only thing we assume is that you have some knowledge of web and search engine language and preferably, some basic HTML skills if you operate a website. There is no need to start from page one and read the guide straight through, you should go directly to the Chapters that you would like to focus on and later go back and read the guide to its fullest. Trust me, you will find very useful information throughout and you will not want to miss one single page.

Most website owners and marketers know the importance of having a highly ranked website, preferably in the top 20-30 rank on Google. Anything higher and you will benefit from good search engine traffic, especially on Google which is highly regarded as the top search engine in the world. You need to know what to do and how to do it right and we hope this guide will not only show you tips and secrets but also answer some of your questions by having us post some of our customers questions here, and our answers to them.

This guide is not a 'book' per se, more of a sprawled out information gatherer keeping up with the latest news and information to help you out. Be sure to sign up at GoogleSecrets.com and participate in our message forums. Signing up allows you to become part of our community and you will receive all the latest news via our mailings, an advantage no one else has.

GOOGLE TIP:

What is PR also known as Page Rank?

If you have the Google Toolbar (<http://toolbar.google.com/>) you will have access to very popular 'PageRank' green bar that is displayed. Here is Google's explanation:

Google searches more sites more quickly, delivering the most relevant results.

Introduction

Google runs on a unique combination of advanced hardware and software. The speed you experience can be attributed in part to the efficiency of our search algorithm and partly to the thousands of low cost PC's we've networked together to create a super fast search engine.

The heart of our software is PageRank™, a system for ranking web pages developed by our founders [Larry Page](#) and [Sergey Brin](#) at Stanford University. And while we have dozens of engineers working to improve every aspect of Google on a daily basis, PageRank continues to provide the basis for all of our web search tools.

PageRank Explained

PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important."

Important, high-quality sites receive a higher PageRank, which Google remembers each time it conducts a search. Of course, important pages mean nothing to you if they don't match your query. So, Google combines PageRank with sophisticated text-matching techniques to find pages that are both important and relevant to your search. Google goes far beyond the number of times a term appears on a page and examines all aspects of the page's content (and the content of the pages linking to it) to determine if it's a good match for your query.

Integrity

Google's complex, automated methods make human tampering with our results extremely difficult. And though we do run relevant ads above and next to our results, Google does not sell placement within the results themselves (i.e., no one can buy a higher PageRank). A Google search is an easy, honest and objective way to find high-quality websites with information relevant to your search.

Source: <http://www.google.com/technology/>

Trick to boost your CTRs aka dynamically inserting "keyword" in "title"

Is it possible?

Got one ad and a whole list of keywords? Click through rates (CTRs) can be increased by including the keyword in the ad title. But, how do you do this with one ad and multiple keywords?

Answer: use dynamic titles.. just edit your ad and change the title to:

```
{KeyWord:backup}
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and the keyword will automatically appear in the ad title when the ad is served. BTW: The "backup" text is used if the keyword is too long.

{KeyWord:backup} can also be used with other fixed text in the title, for example, you could have:

Buy {KeyWord:backup} Today

subject to space constraints of course.

Does {KeyWord:backup} work in the body of the ad?

{Keyword:backup} - first word first letter gets cap

{keyword:backup} - lowercase

also work, and you can use any in your copy as well.

Is this stuff documented on Google? Top Secret ☺

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Keyword:Widgets}
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In this example the search term used (as long as its 25 characters or less) would show up as the headline, And if the search term is over 25 characters "Widgets" would be used as your headline. The main drawback currently is that when you use this method that the backup headline (in this case "Widgets") is limited to 15 characters.

Just as a footnote.

{keyword:backup} will give you it all lower case

{Keyword:bckup} will capitalise first character

{KEYWORD:backup} will put it all in caps (but you'll probably get stopped for relevancy but you might get a few impressions on it before then.

Do AdWords work?

You can get visitors for as little as 5¢ each, so \$500 could buy some good traffic as long as you avoid the trap of overbidding.

Do the math to figure out your profit on your average sale and how many visitors it takes to close a sale, on average. Once you know those, you can figure out how much you can afford to bid for traffic and still turn a profit.

The task of identifying relevant search phrases to bid on is worth careful research. You'll likely be adding to your list for weeks as you think of new searches.

Try to find niches that people may be looking for that are not heavily advertised to extend the usefulness of your budget. Also make sure that your site is user friendly so that potential clients can order easily.

Track your sales by keyword. Make use of googles or another tracking tool to measure your ROI. Eliminate the poor performing keywords as you go and adjust your spend. You'll never know unless you try it.

Start small, don't make any nasty mistakes, be prepared to put in significant time daily, and IF you can build sales and profits then you can work up to \$5,000 per month or even more. Remember - these little ads look easy, but they're not. Good luck!

What matters most is to keep your bids within the limit that will turn a profit for you. Set your bids accordingly, and let your ads deliver whatever they can deliver. If that puts you on the front page, great, but if not, take what you can get and leave it at that.

It's possible to get more mileage from your Adwords campaigns without spending more money; if you learn what tweaks will improve your overall clickthrough rates. CTR matters because Adwords gives better exposure to ads with better CTR, sometimes even to the point of ranking your ad ahead of a competitor who is bidding more. You don't always have to outspend your competitor to get ahead of her!

Bringing on an adword campaign slowly is a good idea. If you throw a ton of keywords into your account you are sure to be disappointed.

Work on getting a nice set of high CTR Ad Groups, then it is easier to bring on more keywords.

Adwords – Tax Deductible?

Question:

Can I claim the money I spend on Adwords as an advertising expense (in Canada)?

I use adwords for mostly affiliate marketing though, so I'm not sure if that makes a difference.

Response / Advice / Answer:

I am a Canadian affiliate marketer and do deduct any marketing expenses that generate revenue, including AdWords. As long as you're reporting the income, you can claim any expenses you incurred in creating it. Sure, you can treat it as a small business and claim all adwords expenses and others (bank fee, portion of your computer cost, server fee...) against all revenues generated from it as a loss or a gain. This gain (or loss) can be added to (or deducted from) your total income for the year.



Cost for Top Listing?

Question:

I have a Paused Ad Group and set my Maximum CPC to \$50.00.

If I enter a keyword such as [widget] and click on estimate traffic, the results show Average Cost-Per-Click \$1.92 and Average Position 1.0.

Does that mean if I bid \$1.92 I will have the number one position? If that is true then that means the current number one position is paying \$1.91 per click?

I think that is a good way to find out what the cost is for any keyword to be listed in the number one spot, but I just want to make sure that is what it really means.

Response / Advice / Answer:

No. Google also factors in the CTR (click thru rate). They want maximum revenue (don't we all).

\$1.92 per click x 10 clicks a day will produce \$19.20 a day

\$.09 per click x 1000 clicks will produce \$90 a day!

Which would you give top billing? I am not sure how they factor in words and bids without a 'history' but I know they give higher placement for good CTR.

That's an estimated position, and the estimator can often be way off.

Secondly, that's not necessarily their bid. Ranking is done by CPC x CTR. So if you have a \$10 bid and 1% CTR, and they have a 10% CTR and \$1.01 bid, they will appear first.

The only way to see if that formula will give you the top position is to bid it, then do a search on G.

To find out for real set your max CPC to \$2.00 and run the ad. Then look at your real costs.

But, the name of your posting "lusting" is a good one.. you can waste a ton of money on Adwords lusting after the top position. And you may not need top position. After you've done the above test and got real numbers, then set your Max CPC to, say \$0.17 and compare results!

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