The Keyword Master's Course
www.keywordsanalyzer.com
www.splutweb.com

A one-week course designed to show you the importance of Keyword focused content.

Dear Reader

I'm Chris Lee of **KeyWords Analyzer**.

Together with my partner Goran Nagy, the developer of **KeyWords Analyzer**, we thought it would help all of our visitors and customers if we could help you understand more about the importance of Keywords in today's competitive environment.

Keywords have become more and more critical to search-engine and pay per click positioning.

Google have consistently been developing their search algorithms in favour of rich keyword-focused content pages – sole reliance on meta tags is a thing of the past and the search engines are getting better at "reading" your page content all the time.

 This trend will only continue, because it's the only way the search engines can be sure that their results are relevant to searchers.

But keyword research is not just confined to search-engines.

If you want to use **AdWords**, **Overture** or any of the **Pay per Click services**, your campaign lives or dies on your ability to write copy and bid on the right keywords.

With all of this in mind, it is clear that the successful traffic generating websites of tomorrow will all be built with a strong keyword-optimising framework. Those that follow this framework will win – and those that don't will never be seen by anyone.

This course deals with building a sound keyword focused foundation from which your ultimate success will be assured.

Enjoy the course – I've enjoyed writing it.

Chris Lee & Goran Nagy
KeyWordsAnalyzer.com

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Why Keywords Matter

Day One

The Importance of Keyword Research

Got your pencil ready?

Let's go.

Today we're going to start with the relevance of the humble keyword – and we'll start with a question.

Why are keywords so important?

Simply put, search engines read text, not graphics. As time has gone by, Search Engines have become more sophisticated and developed complex analysis tools called algorithms – these algorithms are programs that "read" and index the words on your page.

In this way, a search engine can tell a lot about the content of your web page. This is simplistic – but if it likes what it finds, your ranking will improve – and if it doesn't, it won't. The reason I say that this is simplistic is that it ignores the influence of linking, another dimension to ranking that is also important.

What is Search Engine Optimisation?

You may have heard of Search Engine Optimisation or SEO for short. It is the science/art of first **choosing the correct keywords** for your site and then designing web pages around those keywords to rank highly at Search Engines in conjunction with an effective linking strategy.

And it always starts with **Keyword Research.**

Keyword research is absolutely the most vital and fundamental ingredient to building a web page that the search engines will like.

It is also **critical** to get your keyword research right for the Pay Per Click Advertisers like Overture, AdWords and FindWhat. (I will deal in detail with Overture, AdWords and FindWhat later in the course)

At this point I'd like to point out something quite fundamental about website design.

The free search engines, like Google, use a program called a "spider" that crawls around the Internet, indexing all the pages it can find.

Spiders use text to get around – so when you're building a page – build a good textual web with consistent keywords for your spider to crawl around.

The point here is that complex web-design techniques that employ such devices as Flash or Graphics are not spider friendly. The poor spider gets confused and starts making mistakes – your page gets lost.

Many professional designers are just that – designers. They want to build something pretty – nothing wrong with that. But spiders don't like that, they like text. There's no point in a pretty page if no one can find it.

So be careful.

Right, with that said, let's get back to Keywords.

How does Keyword Research Work?

It's a bit like economics: the law of supply and demand.

People tend not to search on generic terms – they know that they are not going to find the answer they are looking for. So they think up their own phrases, some obvious – but many are not, to search for what they are looking for.

Let's take an example and see which keyword you think is the one to target

Keyword Table: "Pay per Click"			
Keyword	**Demand (Searches this month)**	**Supply (Websites with a keyword match)**	**R/S (Supply/Demand)**
pay per click	26031	1590000	61
pay per click marketing	406	21600	53
click optimisation pay per	165	1120	7
pay per click software	1816	4890	3

And this is where the first concept is critical.

Clearly there are much better possibilities for "pay per click software" as a page, than "pay per click."

The R/S column shows you that there are only 3 times as many websites as there is demand for the term. This is the ratio of times a keyword is searched, divided into the number of websites there are with that specific keyword on their pages. The lower the number, the better it is to use as a term for optimising a page.

("Only" 3 times may look scary in itself, but relax - 99% won't be properly optimised for the term. If you were to design a properly optimised page for the term, your chances of a good ranking would be good…. but more about that later)

<Sidebar: These are real stats taken using KeyWords Analyzer – I've used four for illustrative purposes, but if you run KeyWords Analyzer, you'll get hundreds, if not thousands>

Keywords or Keyword phrases – are <u>real terms</u> that real people use every day to look for the things they want. If you want to attract people to your website, affiliate program or store, you must focus on **what your prospects want** – and they tell you exactly what they want with **keywords**.

So it seems perfectly clear that the real traffic success stories are the people who make a point of listening to their customers. Sound familiar?

So to sum up the right way of doing it:

Keyword research is about -

1. Pulling all of the terms that searchers have used,
2. Organising them properly: how many searches versus how many websites.
3. Choosing the keywords with the highest demand to lowest supply and
4. Optimising your web pages exactly around those keywords.

And it really is that simple.

When you see it mapped out like this, one thing becomes blindingly obvious – if you just sit there and hope to guess what words you should use in your web pages – you are guaranteed to fail.

There is no way that you can hope to succeed without proper **keyword research**. And this is why the vast majority of websites have no traffic.

That – in a nutshell is what it's all about.

Now, while we're on the subject, I'd like to dispel a myth that I hear quite often.

There is no mystery to Keyword Analysis, no matter what some people would have you believe.

Keyword Analysis tools like **KeyWords Analyzer** do the job for you – they are simple to use and inspiring. You'll uncover new angles that you never knew existed – in fact, your web-pages will practically build themselves.

So, today's thought for the day is this:

> **Proper Keyword research is absolutely fundamental to getting found on the web. That applies equally to both the free search engines, as well as the Pay Per Clicks.**

That brings me to the end of Day One.

Today was a short day to get you acclimatised – they get longer as the week progresses – tomorrow we'll take a closer look at using keywords to get visitors in the free search engines.

Have a great day.

Chris Lee
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The Keyword Master's Course
Keyword Research and Search Engines

www.KeyWordsAnalyzer.com
www.splutweb.com

Day 2

Arrived back fresh and ready to go?

Great, because today we're covering some important concepts.

You'll recall that yesterday's thought for the day was the importance of **Keyword research**.

I urge you to keep that thought uppermost in your mind, as all search engine work, free or paid, is about getting your keywords right before you start – and the only way to do that is **Keyword research**.

So – you want people to find you. You have one of two choices before you:

You optimise your site to get top rankings at the free search engines – like Google.

OR

You can pay right now and get them within the next hour or so.

Let's kick off with the first of the two. We're going to get a little technical now, there's no other way – but sharpen your pencil and let's have a look at:

Free Search Engines

There is no better way to attract traffic than to properly optimise your website to attract free search engine traffic. It's the Holy Grail of Search engine marketing : to attract hundreds or thousands of people to your website daily.

For this reason, it's really a no-brainer that your medium-term strategy should be aimed at achieving this goal.

The reason I say medium-term, **is that it takes time** for a new site to get listed - and quite a lot of it.

There are a number of reasons for it. Generally though, you need to build up a good number of properly optimised pages before you submit your web pages to the search engines – and building the content takes time.

Once you're done, you're ready to submit your site to the free search engines. This is generally best done by hand – especially Google – and that's a couple of minutes work.

<Sidebar – you'll find people trying to sell you automated submission services to "thousands" of search engines. Be wary – for one, the different engines have different submission rules, and a lot of automated services ignore them – the engines treat it as spam and bar your submission.>

Now, after you submit to the search engines, here's what happens.

Let's say you submit your site to Google.

Google will send a spider around to have a look at your website. It's a very busy spider – it has to provide information for over 200 million searches a day - so the bad news is that it can take a couple of months to get round to you. (….More later, I've discovered a little trick to get it done almost immediately)

I had a close look at this, and the average time it took Google to spider a site was around 6 – 8 weeks.

But that's not the end of it.

There's a further delay before the information that the spider has brought back – typically another 2 – 4 weeks is included in the search engine – the term for this is "indexed".

So – from submission to indexing can take anywhere from 2 – 3 months, plus a month for writing content. You're looking at a 4-month project just to get in the database.

And then, to get a good ranking, generally requires even more time.

This is frustrating and expensive for a lot of people.

But it is most definitely worth it.

Another strategy that you can use to get your new site spidered quicker is using linking. For this, you either need your own web pages that are already indexed or you must solicit links from other sites. If you do solicit links from other sites, make sure that the subject matter of the linking site is relevant to your own site content – this greatly increases the search-engine's opinion of your importance – and it helps if the referring site already has a high degree of importance – if it's a well-known high-traffic site, it will get spidered more often.

And here's a little nugget for you – I hope you're listening.

Keywords are just as important for a successful linking strategy as they are for a keyword optimisation strategy on the page.

Why?

Because if you are smart (which I'm sure you are), you will solicit links to your site, using link copy that you have written, seeded with your target keyword as part of the hypertext link – like this…

Let's say you have done your keyword research in the table above and optimised your page around the phrase **_"Pay per click software"_**

Now, you want to attract the spider (not to mention visitors) to your site using a linking strategy – and you are optimising your page for the "Pay per Click software" phrase in the hope of getting a good search engine ranking for that phrase.

So, you find another site to point to you and out of these two linking texts to your site, which one do you think is the one to go for?

1. If you're looking for the hottest pay per click software on the net, click here.

2. Click the link for the hottest pay per click software on the net.

That's right hotshot – I'm sure you see what I mean, it's number 2 – and this is why.

The search engines, Google in particular at time of writing, will award your page more weight if the inbound hypertext link, matches the keywords for which the landing page is optimised.

So – do your research properly.

Find the keywords to target with the highest demand to lowest supply.

Optimise the page around the keywords and

Develop a linking strategy with the same hyperlinked keywords pointing directly at each page optimised for the same keyword.

And the spider will love you for it…

Now, it is possible to get a search engine ranking just on linking with very little text content at all. Lots of sites do this, particularly sites like **Splutweb.com** which specialise in internet tools.

However, this strategy is not without risk as every few weeks the Search Engines adjust their Algorithms and results jump around significantly. (For Google it's known as "Google Dance")

If you have a good number of optimised pages, you'll find that some will rise and others will fall – but generally they will even out. If you're relying on just a few pages, you could end up in trouble.

Let's recap.

Let's assume you've decided you want to optimise your site for the free search engines:

Step 1:

Have a clear site concept in mind. The site concept will suggest a master subject or master keyword – this is preferably a generic term.

Step 2:

You need to know the exact keyword phrases that searchers are using to look for the subject you want to offer. You need to target the keywords with the highest demand vs. lowest supply. These are the keywords that you use to create your web page **and** match the same keyword for that page to the links pointing to your page.

KeyWords Analyzer makes light work of this step of the operation. Just punch in your master concept and KeyWords Analyzer will pull all the data you need to make those decisions. If you enter a master keyword and use the KeyWords Analyzer Advanced Search, depending on the initial popularity of your Master Generic keyword, you can end up with literally thousands of niche keywords.

I recently experimented with two keywords. With the keyword "Mortgage" and a 10 level advanced search, Keywords Analyzer returned 3696 niche phrases all including the keyword "Mortgage" and using the Master keyword "Car", and a 20 level search, Keywords Analyzer gave me 4851 niche phrases all including the keyword "Car". How many could **you** think of?

Step 3

You'll now have a list of keywords from KeyWords Analyzer that you can optimise your website around. Choose the keywords with the highest demand to lowest supply ratio - these are the words you will use page by page. Your master keyword will be used throughout your website, while your individual keywords will be split, one for each page.

Which brings us to optimising a page for a search engine.

What I'm going to show you here is by no means exhaustive, but these are the most important elements that you must use to make your web page nice and readable for the Search Engines.

Firstly, do you remember what I said about text and spiders yesterday?

To recap, you want to make your site as **spider friendly** as possible. That means less graphics, preferably no flash and as far as possible plain text.

Web pages are written in a language called HTML (Hyper Text Markup Language). Within this HTML are simple instruction commands, which you'll commonly see between two diamond brackets like this: <Tags>

There are two tags surrounding the portion of text that they want to control. The opening tag like this: **<Tag>** and then the closing tag has a backslash in front of it like this: **</Tag>**

There are different tags for different elements of a page – and you need to pay close attention to the proper inclusion of your keywords between these **<tags>**

If you're new to HTML, I can recommend a great site for learning the basics very quickly – it's called **HTML Goodies**

Here are the basic tag elements that you need to be aware of.

<Title> The Title tag, is the tag around the phrase that appears right at the top of your browser, in the blue line. You need to make sure that your keyword is included in that Title tag, exactly as you've discovered it using KeyWords Analyzer.

<Meta (Description)> This is the tag that search engines pick up and display in the search results. Make sure the description contains your keyword, not more than twice, and that you use compelling, intriguing copy. This is what a searcher will see when your site's results are displayed – so make them want to click.

<Meta (Keywords)> This is where you list your page keyword FIRST – NB - Then secondary keywords, including the master keyword for the site. This tag is not visible to the reader, but tells the search engine what to expect. If there is a keyword conflict here, it will adversely affect your position.

<H1>...... <H4> These are the various "Header" tags which show that the text is an important Headline – <H1>, is the biggest font, and they get progressively smaller. You should use at least one header, right at the top of the page, containing – you guessed it – your keyword for that page.

<Body> This tag sets the body copy for the page. You should always aim to have your keyword in the first 90 or so characters, or the first sentence.

Include it a couple of times in the body copy, but use it naturally – don't "stuff" lots of repetitive keywords – the engines are programmed to pick it up and treat it as spam. Ensure that you use your keyword in the last sentence of the body copy.

Other tags that you should include your Keyword in are:

Bold text – the tag is just a **<b>**

Or Linked Text. This is important. Let's say your keyword is "Tennis Racquets" – Instead of writing, "….to find out more about Tennis Racquets **Click here**…" say this: "click on the link to find out more about **Tennis Racquets** …."

Search engines love linked text – it's how they get around – and they especially love linked text with keywords in it. "Click here" is a total waste and should never be used. (Unless of course your keyword is "Click here" ;-))

<alt> Tags describe graphics that you've placed on a page. They should also contain your keyword. If for any reason a graphic does not load properly, the reader will have the **<Alt>** tag description visible.

You may have seen references to **"Keyword Density".** This refers to the ratio of keywords to overall body text. This is not an exact science, but typically 4-7% of your body copy should contain your keyword. Most SEO specialists agree that your keyword should be in the first and last sentences of your body copy.

If your keyword is present too often in your body copy, then you run the risk of being penalised if the search engine interprets it as spamming.

There are various programs you can use to analyze keyword density and more, and I will highlight them in the resources section at the end of the course. They're good to use, because they show you how well the Search Engine will like your page, before you submit it.

In case you're wondering where you can see HTML in action, you can see any page's HTML by clicking on "View" and then "Source" in your Internet Explorer Browser. When you're building a page, all Web authoring tools have a "Show HTML" or "Use External Editor" function.

Here's a "mock-up" of an optimised page, so you can see what I mean.

<Title>aldkjal lkjdlasldjl lakjdla Keyword </Title>

<Metatags>(Description) ljflfkjalf lkjflj lkjflkjflj Keyword lkfjldfj lakflkj Keyword(/description)

(Keywords)Keyword, Site master Keyword, Keyword 2(/keywords)</Metatags>

<H1>lkdfjldjk lksjdflksj Keyword</H1>

<Body> Keyword lfkjlfkg lkgj lkgjljglkgjlkgjljal……

Keywordlklfkjl lkdfjsl alkfgjal ,mnzm,n

lkjLkj ljvlkjvljv lkjlkjv llkLj <link text>Keyword</link text>

djflkdjflkjdfljl fjldkflk LKJalkf aadja alkdfalk Keyword </Body>

O.K? Had Enough? Wakey….Wakey.

Phew……. It's all getting a bit dry isn't it?

Look, I'll tell you something – *a full and happy life can still be yours,* without learning all about Search Engine Optimisation. There are plenty of good solutions out there that will do all of this for you.

But I DO think it's important that you have a basic understanding of what's going on behind the scenes. That way, you'll make the right choices and decisions.

At the end of the course, there will be a reference page to all of the resources you can use.

You can choose then exactly how you want to approach it.

Now, before I go, remember I said I know a little trick to get Google to spider your site almost immediately?

It won't work for everyone because you need a content-rich site to be accepted, but a very quick way is Google AdSense. AdSense is the program for web publishers who can sign up to allow Google to show AdWords on their web pages.

Approval onto the AdSense program is typically very quick – normally within 24 hours. But, to be approved, Google has to spider your site. So if you're looking for a quick way to get spidered, this is it.

A full discussion of AdSense is beyond the scope of this course, but they love content-rich, well-optimised pages with each page having a clear keyword theme – exactly the kind of site we're discussing.

One myth I can dispel straight away is that AdSense only approve established sites with traffic. I personally have submitted and been accepted for two sites, both of which were brand new and had zero traffic. With both, I was spidered immediately and started appearing on searches within a week or so.

Finally, only submit a site to AdSense that is complete in all respects. If there are any "coming soons" or such like, it will not be accepted and it can take months before they'll look at you again.

AdSense is a very useful way to make money out of the traffic on your web site. There's a lot more to it than at first seems apparent.

If you want to learn more about Google AdSense, I recommend one book which has been published recently, called **"The Definitive Guide to Google AdSense"** by William Charlwood – you'll find everything there is to know about AdSense there.

Have a great day.

Chris Lee
www.keywordsanalyzer.com

The Keyword Master's Course

The importance of Keywords and Pay per Click marketing - AdWords

www.KeyWordsAnalyzer.com
www.splutweb.com

Day 3

You're ready and raring to go?

Great - we've got some ground to cover today – and you're going to cover some very important concepts.

Yesterday, we discussed the long way to get you visible on the Internet:

1. **Web Concept**
2. **Keyword research**
3. **Linking strategy**
4. **Web Page Optimisation around each keyword**
5. **Submission.**
6. **………Wait**

I told you about the time involved – it can be 4 months to get yourself into a position where you can get your site indexed and ranked.

So clearly, for a lot of people that's a problem – and you need to be able to get targeted traffic quicker than that.

Fortunately, there is a solution – and that is **Pay Per Click advertising** – instant traffic that you can set up in as quickly as fifteen minutes (although if you're starting out I don't advise it).

Now – I have a bit of a confession to make.

I'm very biased in favour of one Pay per Click service above all others – and you've probably guessed what it is:

Google AdWords

Today we're going to climb in to **AdWords** – the most sensational direct-response marketing vehicle in the history of marketing.

In a past life, I used to make my living out of offline direct response marketing. I owned a company that used to run mail order wine clubs. The vast majority of my work was about test, test, test – measuring responses to ads and direct response mailings.

But you know what?

I could test as much as I liked; sure, I'd find the headlines that pulled and the ones that didn't. But because of the time lags involved or other unrelated or controllable environmental factors, it was difficult to measure exactly why something was **not** working.

When I first came across **AdWords**, I was blown away. It's a direct response marketer's dream. You can test headlines, run split-tests, reach clearly defined audiences and measure your response – **almost in real time** – that's never been possible before.

So let's get to it.

What is AdWords?

For those of you who may not be completely familiar, Google has two direct advertising packages.

Google AdWords is for advertisers.

You sign up as an **AdWords** advertiser, then you have to closely target a group of keywords based on relevance to what you have to offer – you then write your ad, group it with your keywords, bid on a price for each keyword and you're live. (Don't worry - we'll get a little more detailed than that)

I've seen the hype that you can get going in 15 minutes – technically it's possible, but please don't do that – do some proper research and learn about it first before you jump in – it will pay you back times over.

The other side of AdWords is **Google AdSense.** Google AdSense is the program that website owners can serve **Google AdWords** ads on their websites. Remember, I talked about it yesterday as a quick way to get your website spidered.

Why so many AdWords marketers fail

That's cheerful.

Starting a course on AdWords and concentrating on failure.

Well, I believe it is absolutely critical that before you even consider the technicalities of how to put an AdWords ad together, you must understand a few basic truths if you want to make your AdWords campaign work.

It's about **having a guiding philosophy** right through that will determine every step you take – and I can summarise that philosophy in two words:

"Customer Focus"

Just for a second, clear your mind and forget about what **you** want to achieve. We know you want to sell something – you wouldn't be here if you didn't. But consider a few home truths.

Your prospect does not give a damn about you, your company, what you sell – or anything else about you.

Ken Evoy summed it up like this:

"It's my lawn, not your grass seed"

She's only interested in herself.

So, if you go ahead saying: "buy my widgets, 'cause I'm the best…" well – forget it.

It won't work – and this is why.

You've got to get inside the mind of your customer and align their thinking with your product.

And AdWords makes it easier to do than ever before.

Why?

They're **telling** you what they want.

There's absolutely no guesswork involved at all.

Every keyword they type into a search-engine is begging for an answer. They're seeking information, asking a question;

 They want a problem solved.

So solve it.

And while you're doing it, put some **passion** into it - Effort; Visualise your customer. Add more value – **lot's more value** and **you know what?**

You'll have a friend

And that friend will trust you as someone to turn to for advice online and **happily buy your products.**

So your job is firstly to solve the problem and make a friend.

And the sale will take care of itself.

This strategy successfully neutralises the other critical component relevant to online business – **and that is trust.**

The second you go online, you're pitched, hassled, pulled around from pillar to post, by nameless people all trying to sell you their widgets.

So, I don't know about you, but I know that I'm **very** wary about getting involved with online businesses. I need to know that the person I'm dealing with has some ethics about them and isn't some fly-by-night trying to empty my bank account.

So how do you go about doing it?

Firstly, you need to step back a bit and review your offering from your prospect's point of view. If you have a web site – you must ask yourself is the page that your prospect is going to land on, aligned with the question that she was asking?

If there's any disjunction here, you'll lose her in a flash. Remember, she has a question in her mind – answer it. Promise in your AdWords Ad to provide a solution in the form of a benefit – but then lead her to the solution.

So – let's try an example.

Let's say you're in the Kayak business. You sell Kayaks and you market your Kayaks in California.

So this is what you do.

Step 1.

Just the same as free search engine submittal. **Keyword research**. Fire up KeyWords Analyzer for the term generic term **"Kayak"** and see what happens.

Keyword phrase	Searches	Results	R/S	Google campaigns
california canoe and kayak	421	913	2	3
kayak malibu	234	781	3	6
kayak paddle	1467	27,900	19	23
kayak plan	254	1,960	8	5
roll a kayak	464	1,130	8	1
sailing kayak	342	2,070	6	4
wilderness kayak	247	1,780	7	9

Right – here's a list of Kayak related keywords with the number of searches this month, websites returning results and number of AdWords campaigns for each keyword.

<Sidebar: I've edited the search heavily for illustrative purposes – in actual fact the first search returned 100 keywords – you can continue digging for more niches from there with Advanced search and this will produce hundreds more variations – I've also excluded the Overture search column to concentrate on AdWords for the time being>

Step 2

Review your list of keywords in the context of

(a)   Your own business.
(b)   AdWords profitability

If you're a Kayak expert – these terms will mean something to you. You'll know what you can write about and what you can't.

Look at the Google column. This is telling you how many competitors you will have for each keyword.

This is important, so listen up.

There are **eight** AdWords positions on each Google search page. They run down the right of the page. Google's lowest cost per click rate is **5c per click**. If you see less than 8 campaigns, you know you can get a place on the first search page for only 5c per click.

On this list, 5 keywords come in at under 8 campaigns – and at 23 campaigns, I would leave "Kayak Paddle" well alone for the time being.

The first keyword, with only 3 campaigns, is a dead sitter for your business – **"California Canoe and Kayak".** Your existing website home page will probably fit the profile of the searcher quite well.

Let's look at another.

How about **"Roll a kayak"**?

This is where you must start getting in your customer's head.
Ask yourself this question.

Who would want to ask **"Roll a kayak"?**

I'll take a guess that it's someone who's **interested in Kayaking**, or someone who's just **started learning** – and wants to know how to roll a kayak.

It's a reasonable bet that **it's not a professional kayaker** – she'd know about rolling kayaks and wouldn't be asking the question.

As a professional yourself, you'll know that some Kayaks are easier to roll than others. Or maybe you have a kayaking instructor affiliated to your business who can teach that person how to roll a kayak.

So, let's say you decide you want to pitch an AdWords ad to **"Roll a Kayak"**

Do you send the link straight to the home page of your California Kayak shop?

Absolutely not.

Just answer the question

Align your offering with your prospect's thinking.....

And the best way to do this is your landing page.

Send the customer straight to the page that directly addresses the problem in her head. **If you don't have a relevant page – then write one**.

This is the biggest single mistake that newcomers to AdWords advertising make. I think everyone falls into it to some degree – but if you want to succeed, it's worth the effort.

So here's the scoop.

Forget the *"in 15 minutes you can get 20 million customers"* routine.

Fire up **KeyWords Analyzer**.

Decide which **Keywords** you're going for.

And make sure that the **landing page** for the keyword directly **addresses the problem.**

So you'll probably find that you've got to write a few more web pages.

So what?

Once they're done, they're done – and they'll go on and on working for you and building you and your business up as an authority in your niche.

And that's difficult for your competitors to attack.

Please – if you take nothing else away with from this course, just remember this:

Do not be tempted into "one-size-fits-all" marketing with AdWords – <u>it will not work</u> and <u>you will lose money</u>. I guarantee it.

Step 3

The solution is staring you in the face - **Write a page about *"Roll a kayak".***

Before we write the page – let's see if we can find any related terms for "Roll a Kayak"

We'll fire up KeyWords Analyzer and see what it produces on the term "Roll a Kayak"

Keyword phrase	Searches	Results	R/S	Google campaigns
roll a kayak	461	1130	2	1
Eskimo roll kayak	117	7,400	63	1
kayak roll video	29	39,600	1366	1

There we go – a few more phrases with only 1 Google AdWords campaign to add to the list.

And that's how you do it with KeyWords Analyzer. Take each successive phrase and run it again. It has an Advanced search function as well – you can specify how many levels you want it to dig – and that's capable of producing huge lists of niche keywords, all with their supply, demand and Pay per Click campaign data.

But you get the point?

Relevance – **without competing** for hotly contested keywords that will blast your return on investment into oblivion.

Remember what I said in day 2 about writing your pages for the free search engines?

Well don't forget, you'll get a double bonus here. You've found a good niche keyword – optimise the page properly along the lines I showed you yesterday and in 4 – 6 months time, you might well find that you'll be getting free traffic to your page.

In the meantime you can write a compelling AdWords Ad aimed at attracting novice kayakers who want to learn how to roll.

Your page may include tips and techniques about Eskimo rolls – you may decide there's enough demand to host a free workshop or whatever. But the point is you are attracting targeted traffic with relevant content.

So let's recap.

- AdWords is all about close targeting of prospects with relevant content.
- If you use KeyWords Analyzer to do your research, you'll uncover all of the relevant opportunities.
- Align your offering with the expectations of your prospect – create a specific landing page on your website
- Write an Ad that promises a direct benefit in accordance with the keyword she has used.

I can't emphasise enough how important it is to do this from your prospect's perspective. Get it right, and you'll be well on your way.

Now, I think that's enough for today – and one of the most important messages of the course.

Tomorrow we're going to continue with some more really important AdWords techniques - We'll discuss setting up a campaign; how to write Ad copy and if we have time we'll do the AdWords formula.

Until tomorrow.

Chris Lee
www.keywordsanalyzer.com

The Keyword Master's Course
The Incredible Power of Google AdWords Part 2
Anatomy of a Campaign

www.KeyWordsAnalyzer.com
www.splutweb.com

Day 4

All set?

Great.

Let's just do a quick recap of yesterday.

You'll recall that we got stuck into Google AdWords. We used KeyWords Analyzer to research some basic keyword lists for our California Kayak business – and then we discussed the ins and outs of targeting ads to questions that people are asking.

My main message, and one that should always be remembered, is that AdWords is about close targeting and answering a surfer's question as closely and accurately as possible.

We do this by:

1. Grouping closely related keywords
2. Preparing an Ad that directly addresses those keywords.
3. Ensuring that the landing page on the website is directly relevant to these keywords – this may involve writing some extra pages.

So today we're going to take the process forward to its logical conclusion. We're going to use the basic "Roll a kayak" list from yesterday and continue to set up an AdWords campaign – and I'm going to walk you through it step-by-step.

O.K.

Let's start with our basic list that we identified was not in demand:

Keyword phrase	Searches	Results	R/S	Google campaigns
roll a kayak	461	1130	2	1
Eskimo roll kayak	117	7,400	63	1
kayak roll video	29	39,600	1366	1

Now, we want to see if we can expand a bit on these phrases.

AdWords works best with as many phrases or keywords as possible – my typical list runs at over 200 per Ad Group.

You'll remember from yesterday that we have a hunch that the person asking the "roll a kayak" question is a novice, and that we're going to set up a page recruiting potential prospects to a Kayak Lesson course.

So, let's brainstorm a list of keywords around this theme. **KeyWords Analyzer** will help you dig related terms on a related terms search. You also want to play with singular and plural versions of the same keywords.

So, after a bit more work, I came up with this list (actually a lot more, but this is for illustration purposes)

roll a kayak
"roll a kayak"
[roll a kayak]
eskimo roll kayak
kayaking teacher
kayaking school
kayak teacher
kayak school
canoeing teacher
canoeing school
kayak instruction
kayak lesson
kayak lessons
canoe lessons
canoe lesson
roll a canoe lessons
roll a canoe lesson
roll a kayak lesson
roll a kayak lessons
how to roll a kayak
how to roll a canoe
rolling a kayak lessons
rolling a canoe lessons
eskimo roll canoe
learn how to eskimo roll
eskimo roll

Now, before we go ahead and use this list, remember we need to check out how many competing AdWords campaigns there are for each term. So, I'll import this list into **KeyWords Analyzer** and it will check the number of campaigns for each search term.

Keyword phrase	Google campaigns
roll a kayak	1
"roll a kayak"	5
[roll a kayak]	6
eskimo roll kayak	1
kayaking teacher	0
kayaking school	5
kayak teacher	7
kayak school	4
canoeing teacher	0
canoeing school	0
kayak instruction	11
kayak lesson	8
kayak lessons	8
canoe lessons	2
canoe lesson	1
roll a canoe lessons	1
roll a canoe lesson	0
roll a kayak lessons	2
how to roll a kayak	0
how to roll a canoe	0
rolling a kayak lessons	4
rolling a canoe lessons	3
eskimo roll canoe	0
eskimo roll	2

Now – I want to target the keywords that I know I can buy for 5c. This means I'll remove kayak instruction, kayak lesson and kayak lessons. Remember there are 8 positions on the page with a base price of 5c – so where you see 8 or more campaigns, you know you'll have to increase the bid.

But listen up.

Why with AdWords you don't necessarily pay what you bid

With AdWords bidding, no matter what you bid, that is not necessarily the price you pay. So don't necessarily panic if you're up against some competition.

The way it works is this:

You pay just 1c more than the person next to you. So for example, let's say there are three campaigns running for a keyword and the bids are 5c, 10c, and 15c.

Bottom of the three will be the 5c bid. The next bidder (the 10c bidder) will get 2nd spot for 5c+1c=6c, while top position (the 15c bidder, gets her top position for only 7c.

The bidding does scare a lot of people who don't realise this basic truth. Bare also in mind that you can change your bidding at any time – reporting is almost real-time, typically 2-3 hours delay, so it's not difficult to keep on top of it.

You also get the opportunity to cap your daily expenditure – more on that later.

"Quotes" [Brackets] and –negative Keywords

You see in the above list, I've included the terms "roll a kayak" and [roll a kayak]?

Well I normally do this with <u>every</u> keyword.

Without quotes or square brackets, the phrase is a lot less targeted and searches will reveal any sentence or phrase with the words "roll" and "kayak". This means that without quotes the prospects are likely to be less targeted.

You'll see also that there are more campaigns for the phrases in quotes and brackets – that's because canny advertisers know this and also know that they'll get higher click through rates for the terms in quotes and brackets.

KeyWords Analyzer can be set up to only look for terms in quotes when you're doing your research, if you want.

Keywords in "quotes" return all searches where the phrase was inadvertently used in the course of a query. One needs to monitor performance of keywords in quotes quite carefully – because for more generic keywords that may have multiple meanings or connotations, you may find that you have a higher proportion of less closely targeted click-throughs.

Keywords in [brackets] returns searches where only that exact phrase has been used – this is the most targeted for our purposes.

You have an opportunity here – I suspect that for a lot of terms people are either lazy, or don't appreciate how important it is to wrap their keywords in quotes and brackets.

Doing it manually is a tedious job, but Keywords Analyzer does it all for you – it has a built in keyword wrapper and you can export all of your keyword lists ready wrapped to import directly into Adwords.

Finally, a word about negative keywords.

Negative keywords act as a filter by removing searches and clicks that will probably not result in business for you. The classic negative keyword is –Free.

If you're a business, you don't want people looking for freebies costing you money in clicks. When you edit your keyword list, if you include the negative term –free, then your ad will not be shown to any surfer using the term "free" in their search.

I'll give you another example – once, I was bidding on the keyword Overture – I let it run a few days and thought it would be time to have a closer look. I realised that I was showing my ads to people interested in Tchaikovsky's 1812 Overture – clearly time for some negative keywords.

You can apply as many negative keywords to your list as possible. You'll find them most useful when you are dealing with a broadly generic keyword that you need to narrow down.

So – all of that said, I think we're ready to set up our campaign.

If you're a complete beginner, first you need to set up an account. Log onto **[Google](#) > Click on Advertising Programs > Google AdWords > Sign up**

Once you've completed the signup routine, you respond to their confirming email and then you can go straight ahead and set up your first campaign.

You organise your advertising firstly, by campaign and then by keyword group. So for example, with our Kayak example, Campaign would be all Ads relevant to our Kayak business and then Advertising group would be each separate ad closely targeted at a group of keywords.

When you're ready to start, go to add a campaign and this is what you will get:

(See next page)

Welcome to AdWords!

- Learn more about AdWords.

- Get help on any step in the process by clicking 'Details' in the upper right corner of the green box.

Step 1 of 3: Choose your language and location targeting. | Details

Start tailoring your ads to your target customers. What languages do they speak? Where are they located?

a. Languages

```
All Languages         ▲
------
English
Chinese (simplified)
Chinese (traditional)
Danish
Dutch
Finnish
French
German
Italian
Japanese              ▼
```

Hold down the control or option key to select multiple languages.

b. Location targeting options [?]
Select your targeting option. The option you choose will apply to all ads in your campaign. (You may build separate campaigns with different targeting options as needed.). [?]

	Option	Best suited for:
◯	**Global or nationwide** Your ads will appear to searchers anywhere in the country or countries you select.	- Global businesses. - Merchants who serve specific countries.
◉	**Regions and cities** Your ads will only appear to searchers located in the states and/or regional areas you choose. (Only available in some countries.).	- Local businesses specialising in certain cities and states. - Stores with target customers located throughout a city or cities.
◯	**Customised** Your ads will only appear to searchers located within a specified distance from your business.	- Local businesses serving a specific area.

Save & Continue » »

The first step is to specify the region you want to target. A common mistake is to either ignore this, or not to target closely enough. You can target by country,

region and language, right down to individual towns for local businesses. In our case, our kayak business is in L.A. so I'm specifying California and in the next

page (not shown here) I'll specify Los Angeles Metropolitan Area.

Once that's done – we're straight into creating our first Advertisements.

A: Create ads. Details	B: Choose keywords and maximum cost-per-click.
Create your ad by entering a headline, two lines of description, and a URL. Example: Rolling a kayak made easy It's a lot easier than you think Expert teachers show you how www.KayaksrUs.com/ To maximise your click through rate and your ad's position, be as specific as possible in the description lines, and be sure you meet the requirements for ad format and content listed in the AdWords Editorial Guidelines. Headline (maximum 25 characters) Rolling a kayak made easy Description line 1 (maximum 35 characters) It's a lot easier than you think Description line 2 (maximum 35 characters) Expert teachers show you how Display URL (maximum 35 characters) http:// www.KayaksrUs.com/ Destination URL (maximum 1024 characters) http://www.kayaksrus.com/learn.html Your ad will link users to this URL, which may differ from the above "Display URL" if you choose. URL should not generate pop-ups, and should allow one click return to Google using the browser's back button. Create Ad & Continue » »	*You need to create at least one ad before selecting keywords and maximum*

Creating an Ad

There are a number of considerations to bear in mind when creating your AdWords ad.

The format is always the same.

You have a **heading**, with 25 character spaces allocated to it and
Two lines of text with 35 characters each.
The **fourth line is for the URL** that you want to be visible – it's not a live link
and it does not have to be the same URL as your real link.

Try and make your headline compelling and as far as possible directly address the
question in the searcher's head.

The closer the match between the question and your ad, the more chance you
have of a click.

Secondly, a quick discussion on **Features** and **Benefits**.

There are a number of Advertising euphemisms for describing features and
benefits – *"sell the sizzle, not the steak"* – or *"my lawn not your grass seed"*

Features are largely the attributes or descriptions of whatever it is you're selling
and **benefits** are how those features are going to make your prospect's life
better. The searcher is only interested in her, not you, and will only consider you
if you can demonstrate what you can do to make her life better – in other words,
stress the benefits.

Adverts that stress features are often less effective than Ads that stress benefits.
So when you write a headline or an ad, the first thing you must imagine is your
prospect asking: **"So what's in it for me"?**

If you keep that question in your mind when you're thinking of a headline, it will
help you. Stress benefits and **then** use features to give credibility.

Now – with an AdWords Ad, you don't have a lot of room for all of this, so this is
roughly how it should look:

Headline   = Benefit
Line 1   = Benefit
Line 2   = Feature

If you do it the other way around, the chances are your click through rate will be
lower – you haven't immediately answered the **"what's in it for me"** question.

So, my headline is going to **stress a benefit**. I'm trying to imagine that there
may be some anxiety involved for someone who has not rolled a Kayak before –
and I'm going to play to that Anxiety:

Headline   "Rolling a Kayak made easy"
                       Benefit: Relax – it's not so hard.

1st line   "It's a lot easier than you think"
                        Benefit: Reinforces the first theme.

2nd line   "Expert teachers show you how"
                       Feature: Experts.

In the URL line, I find if there are multiple words it increases click-throughs if I capitalise the different words for emphasis – than leaving it all lowercase. (Google does not allow text in uppercase only – it's "shouting.")

So, the URL looks like this: **www.KayaksrUs.com**

<Sidebar: I have proved conclusively with our own URL: **www.keywordsanalyzer.com**, that **www.KeyWordsAnalyzer.com** pulls at least 20% more click-throughs than the lower case version. >

Take a close look at the fifth line – my real link. Remember what I said about directly answering the question and aligning your product with your customer's wishes?

Well please don't forget that.

So in this case, we're pitching at prospects that want to learn how to Kayak, so www.kayakersrus/learn.html is a bespoke page designed just for those people and only those people.

Right – now we've created our first Ad, we go to the next page.

Step 2 of 3: Create Ad Groups.

Create ads.	Choose keywords.	Details

+ Create New **Text Ad |** Image Ad [?]

Rolling a kayak made easy
It's a lot easier than you think
Expert teachers show you how
www.KayaksrUs.com/

Edit - Delete

Choose keywords that will trigger the ad(s) in this Ad Group.

Tips for a good keyword list:

- Start with words that closely relate to your product and ad text.
- Add synonyms. Use the **Keyword Tool** for ideas.
- Add plurals and misspellings.
- Fine-tune list using keyword matching options. [more info]

Please note that you don't need to include place names (such as cities or states) in your keyword list. Because you have already chosen regional targeting, AdWords will only show your ads to users in your desired areas.

Enter one keyword or phrase per line:

Save Keywords

	Choose currency and maximum cost-per-click
	You must save at least one keyword before choosing the maximum you will pay for each click on your ads.

But you know what?

We're not ready for keywords yet. See up there in the top left, I've highlighted, Text Ad in Red?

Click on that, because before we load up our keywords, we're going to **write a second Ad**. AdWords allows you to have two or three ads running simultaneously.

From a marketer's perspective this is great – you can measure the responses of both Ads and continually improve your position by deleting the weaker of the two while always trying to beat the stronger Ad. In this way, you have a stronger Ad that serves as your benchmark – your aim is to write better and better ads, and to beat your benchmark ad.

AdWords will automatically rotate your Ads – and give you the individual stats for each Ad. This way you've got a measuring reference and you can continually strive to improve.

Let's write a second ad.

We're going to use the same principles as the first ad. We'll write a benefit-laden headline and first line of text, with a feature in the third line.

Step 2 of 3: Create Ad Groups.

A: Create ads. Details	**B: Choose keywords and maximum cost-per-click.**
Rolling a kayak made easy It's a lot easier than you think Expert teachers show you how www.KayaksrUs.com/ Edit - Delete Create your ad by entering a headline, two lines of description, and a URL. Example: Eskimo rolls made easy Roll like a pro in only 30 minutes. Expert professional instructors. Www.KayaksrUs.com/ Headline (maximum 25 characters) Eskimo rolls made easy Description line 1 (maximum 35 characters) Roll like a pro in only 30 minutes.	*After creating ads you may select keywords and maximum*

Description line 2 (maximum 35 characters)

Expert professional instructors.

Display URL (maximum 35 characters)

http:// w w w .KayaksrUs.com/

Destination URL (maximum 1024 characters)

http://w w w .kayaksrus.com/learn.html

Your ad will link users to this URL, which may differ from the above "Display URL" if you choose. URL should not generate pop-ups, and should allow one click return to Google using the browser's back button.

Create Ad & Continue » »

I'm going to try a different headline for openers with a similar theme – and we'll see which they prefer.

Headline: "Eskimo Rolls made easy"
Benefit: Relieve Anxiety

Line 1: "Roll like a pro in only 30 minutes"
Benefit: Time, ability

(Take note: Google may possibly disallow this one on the grounds of the use of the word "Pro" – they can be quite sticky with grammar and punctuation – they let some things go, but not others – It probably depends on which editor happens to read the ad)

Line 2: "Expert professional instructors"
Feature: Professional tuition

URL: Caps www.KayaksrUs.com

Right – with the second Ad done, we're now ready to proceed and load up our keywords.
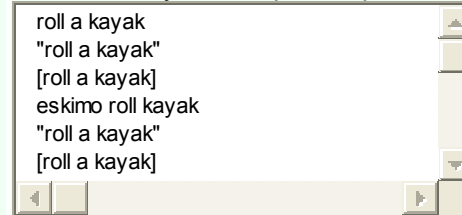
Step 2 of 3: Create Ad Groups.

Create ads.

Choose keywords.

Details

+ Create New Text Ad | Image Ad [?]

Rolling a kayak made easy
It's a lot easier than you think
Expert teachers show you how
www.KayaksrUs.com/

Edit - Delete

Eskimo rolls made easy
Roll like a pro in only 30 minutes.
Expert professional instructors.
www.KayaksrUs.com/

Choose keywords that will trigger the ad(s) in this Ad Group.

Tips for a good keyword list:

- Start with words that closely relate to your product and ad text.
- Add synonyms. Use the **Keyword Tool** for ideas.
- Add plurals and misspellings.

- Fine-tune list using keyword matching options. [more info]

Please note that you don't need to include place names (such as cities or states) in your keyword list. Because you have already chosen regional targeting, AdWords will only show your ads to users in your desired areas.

Enter one keyword or phrase per line:

```
roll a kayak
"roll a kayak"
[roll a kayak]
eskimo roll kayak
"roll a kayak"
[roll a kayak]
```

Save Keywords

Choose currency and maximum cost-per-click

You must save at least one keyword before choosing the maximum you will pay for each click on your ads.

You should already have your keyword list well prepared, with quotes and brackets, in simple text file format in a single column.

Just cut and paste that list into the box. You'll see above that I've inadvertently repeated some keywords – it doesn't matter as AdWords will process the list and dedupe (remove duplicates) from the list automatically.

When you've pasted your keywords in, go ahead and save the list – this will take you to the next page that normally manages to give newcomers to AdWords a small heart attack – that's why I call it the "panic page."

You'll see how AdWords has "helpfully" suggested that you bid up to a maximum of $2.65 per keyword – well, unless you're selling shares in a goldmine, this is a bit on the high side.

The solution is simple enough. Ignore it.

You've used **KeyWords Analyzer** to scout your keywords, so **you know** you can get your position for a lot less than that - you're just going to try it at $0.05c maximum bid – hit go and see what happens. AdWords will calculate your traffic for you and then give you an indication as to your relative position.

Create ads.

Choose keywords and maximum cost-per-click.

Details

+ Create New Text Ad | Image Ad [?]

Rolling a kayak made easy
It's a lot easier than you think
Expert teachers show you how
www.kayaksrus.com/learn
Edit - Delete

Eskimo rolls made easy
Roll like a pro in only 30 minu
Expert professional instructor
www.kayaksrus.com/learn
Edit - Delete

HOW PRICING WORKS

1. Maximum cost-per-click = the most you'd pay for a click [?].
2. Higher maximum cost-per-click and click through rates = higher position and more clicks [?].
3. AdWords Discounter automatically reduces your average cost-per-click to be just 1 penny more than the minimum necessary to stay ranked above the next lower ad. No more need to monitor and revise your prices [?].

Choose currency and maximum cost-per-click

USD $ | 2.65 | Calculate Estimates

	Traffic Estimator *				
Keyword	Clicks / Day	Average Cost-Per-Click	Cost / Day	Average Position [?]	
canoe lesson					find alternatives / delete
canoe lessons					find alternatives / delete
canoeing school					find alternatives / delete
canoeing teacher					find alternatives / delete
eskimo roll					find alternatives / delete
eskimo roll canoe					find alternatives / delete
eskimo roll kayak					find alternatives / delete
how to roll a canoe					find alternatives / delete

how to roll a kayak					find alternatives / delete
kayak school					find alternatives / delete
kayak teacher					find alternatives / delete
kayaking school					find alternatives / delete
kayaking teacher					find alternatives / delete
learn how to eskimo roll					find alternatives / delete
roll a canoe lesson					find alternatives / delete
roll a canoe lessons					find alternatives / delete
roll a kayak					find alternatives / delete
roll a kayak lesson					find alternatives / delete
roll a kayak lessons					find alternatives / delete
rolling a canoe lessons					find alternatives / delete
rolling a kayak lessons					find alternatives / delete
"roll a kayak"					find alternatives / delete
[roll a kayak]					find alternatives / delete
Overall					

- Estimates based on clickthrough rates for current advertisers for these keywords. Data could change at any time.

See below for screenshot of next page

Create ads

+ Create New Text Ad | Image Ad [?]

Rolling a kayak made easy
It's a lot easier than you think
Expert teachers show you how.
www.KayaksrUs.com/
Edit - Delete

Eskimo rolls made easy
Roll like a pro in only 30 minutes.
Expert professional instructors.
www.KayaksrUs.com/
Edit - Delete

Choose keywords and maximum cost-per-click.

Details

HOW PRICING WORKS

1. Maximum cost-per-click = the most you'd pay for a click [?].
2. Higher maximum cost-per-click and clickthrough rates = higher position and more clicks [?].
3. AdWords Discounter automatically reduces your average cost-per-click to be just 1 penny more than the minimum necessary to stay ranked above the next lower ad. No more need to monitor and revise your prices [?].

Choose currency and maximum cost-per-click

USD $ [0.05]   Recalculate Estimates

Traffic Estimator *

Keyword	Clicks / Day	Average Cost-Per-Click	Cost / Day	Average Position [?]	
canoe lesson	< 0.1	$0.05	$0.00	1.0	find alternatives / delete
canoe lessons	< 0.1	$0.05	$0.00	1.0	find alternatives / delete
canoeing school	< 0.1	$0.05	$0.00	1.0	find alternatives / delete
canoeing teacher	< 0.1	$0.05	$0.00	1.0	find alternatives / delete
eskimo roll	< 0.1	$0.05	$0.01	2.3	find alternatives / delete
eskimo roll canoe	< 0.1	$0.05	$0.00	1.0	find alternatives / delete
eskimo roll kayak	< 0.1	$0.05	$0.00	1.0	find alternatives / delete
how to roll a canoe	< 0.1	$0.05	$0.00	1.0	find alternatives / delete
how to roll a kayak	< 0.1	$0.05	$0.00	1.0	find alternatives / delete
kayak school	< 0.1	$0.05	$0.01	3.4	find alternatives / delete
kayak teacher	< 0.1	$0.05	$0.00	1.0	find alternatives / delete
kayaking					find

Well, it seems clear that $0.05c is going to work for us – Google is showing a high ad position throughout – but we knew that already didn't we?

There's not a lot of traffic to be found here though – that's because in this example we're drastically limiting our geographical area. What it does illustrate though, is the power of **KeyWords Analyzer** to point you in advance straight to the keywords that are not going to cost you.

You'll now come across the next box that will ask you if you want to set up another Ad group. We're going to leave it there for now – but in a live Campaign you'll be scouting for lots of different keyword themes for your site – you'll group these keywords tightly together with their own landing pages on your site where necessary – then you'll create a different Ad group for each keyword theme.

You don't have to create a different Ad group right now if you don't want to – you can set up new ones whenever you want.

Before you specify your budget, would you like to create another Ad Group?

If you have another set of keywords and ads, you can create a new Ad Group now. You can also create another Ad Group later on, after you've set up an account.

Create additional Ad Group with different pricing	Continue to Step 3 » »

Step 3: Specify your daily budget.

Step 3 of 3: Specify your daily budget.   Details

AdWords is unique in letting you set a budget for your ad campaign. That way you can be sure you won't use your entire budget for the month in one day.

Enter a spend per day in the "Daily budget" box for your ad to be shown on Google. (If your selected daily budget is below the recommended daily budget Google will not show your ad every time searches are run on your keywords). Your actual daily charges may fluctuate by 20% because of changing search volume, but the maximum you will spend in a 30-day calendar month should be no more than 30 times your daily budget.

The amount that is displayed in the budget field below is our recommended daily budget. However, the click volume we estimate may be lower than the actual volume, so to maximise your ad's exposure, enter the maximum you're willing to spend. **If you set your daily budget amount lower than the suggested amount, your ads may not appear every time users search on your keywords.**

Daily Budget (USD): $ [1.00]

Save & Continue » »

You'll see that AdWords suggests a daily budget figure based on its own calculations as to what it thinks you need to maintain full exposure – I'd double this to $2.

A word of caution.

All of these calculations are based on AdWords distribution within the Google Search engine.

However, if you have checked the box in Campaign management to include content distribution, this means that your Ads will also be served through Ad Sense as well as the various syndicated "Sponsored Links" that Google has with other service providers such as AOL.

I've had some instances with Keywords that only have 40-50 impressions per day through Google searches, shooting up to four or five thousand impressions per day through Syndicated content.

I would be careful because in my experience:

(a) Your daily budget gets taken out quite quickly and
(b) I've found much lower Click-through rates and conversion rates from syndicated content. I've tested it quite considerably and personally, it doesn't work for me, so I've switched it off.

If you do have Content distribution turned on, just keep a close eye on both the Click through rate and the conversion rate of those prospects on your website.

So – that brings us to the end of setting up the campaign – we're now live with the Kayak campaign.

Tomorrow, I'd like to discuss a few peripheral issues to do with AdWords –what to do when you're getting it wrong and they're threatening to stop your ads.

Until tomorrow then.

Chris Lee
www.keywordsanalyzer.com

The Keyword Master's Course

AdWords Part 3, Overture & Resources

www.KeyWordsAnalyzer.com
www.splutweb.com

Day 5

Day 5 already and I feel like I've barely scratched the surface.

We'd better get on with it.

You'll recall that we're all live with the Kayak campaign.

You know everything there is to know about researching keywords, grouping keywords into Ad Groups with their own landing pages, writing killer ad copy that'll have your prospects clicking furiously to your site.

Nothing can possibly go wrong – you're a marketing dynamo right?

Well maybe not.

There may well still be a few potholes ahead.

And this is where newcomers in particular can get a bit flustered.

I'm going to deal with a few of AdWords' rules here.

The 0.5% Rule

The first is the **minimum click through rate**.

If your chosen keyword does not get a 0.5% response rate after the first 1000 page impressions, AdWords will cancel it.

Before this happens though, you're warned with a series of Keyword criteria and your campaign delivery is slowed down and restricted as follows:

Strong - This is the ideal situation for your keyword and its associated ad(s), which are showing at full delivery.
Moderate - The ad(s) for this keyword are showing at full delivery, but there is still room to improve the CTR on Google search pages if you would like.
At risk - The ad(s) for this keyword are showing at full delivery but may stop showing soon.
Slowed - The ad(s) for this keyword are showing less frequently than usual.
Disabled - The ad(s) for this keyword aren't showing any longer.

Now, when an Ad is slowed down, it affects your whole campaign, not just that keyword. So, especially for the first few days of any campaign, make sure that you log in and check your progress regularly.

Now before you panic, let me tell you I think this is a great system. Remember, there's money involved here. Your money – and AdWords is helping you make the best of it.

If you're not making 0.5% Click Through Rates, then there is something wrong. We'll have a look at troubleshooting in a minute – but the fact that AdWords enforces the rule in this way is actually **helping** you to get more efficient. Sometimes it doesn't feel like that – but don't take it personally.

You want your ad to be pulling as hard as it can for you – ads that aren't pulling are costing you more money than you think.

And now I'm going to tell you why.

The AdWords Formula

It's called the AdWords formula. It's unique to AdWords and it rewards your well-written and targeted Ad campaigns with a better ranking for the same or less money.

Here it is:

Your ranking = Maximum Bid X Click Through Rate

Now, this elegant little formula rewards you for improving your Click through rate with a higher ranking. None of the other Pay per Click services does this – Overture only rewards you for paying more money.

So, what does it mean?

Let's say you bid 20c for a keyword and get a click through rate of 1%, while I'm getting a click through rate of 2%. In terms of this formula, I'll then get the same position as you for 10c, or half of what you're paying. If I want to improve my ranking over yours, then I only have to pay 11c (10c + 1c) to get higher than you – even though your maximum bid is 20c!

So – this is a very powerful formula for you and it demonstrates very clearly why it's worth putting serious effort into improving your CTR's.

The bottom line?

Work on improving your ads and not increasing your maximum bid.

With one caveat.

When you open a new campaign and you're up against competition and higher bids – you need to make sure you get yourself positioned preferably in the top 3 ads where you'll be seen.

This may mean that you will have to bid more than is sensible for a sustained campaign.

However, if you go in high, you'll get instant data that you can use to improve your Click through rate. With this, over the next week or two, you can start moving your maximum bid down, while still maintaining your position.

If you don't do this, you may find your ad being shown on the second or third pages – this will have the opposite effect. Your Click Through rate will be low because it isn't being seen, and you may well be going into reverse – paying more for a lousy position.

So there's a paradox here.

Pay more up front to get a position, crank up your CTR and ultimately pay less while being top dog.

Improving the Click Through Rate

Let's start with a definition of the click through rate.

Click Through Rate = (Number of Clicks / Number of published page impressions) X 100

e.g.

<div align="center">(10 clicks / 500 impressions) X 100 = 2%</div>

As you've seen from the AdWords Formula – this is a very important number.

So, how do we pump up this number?

If we follow the points that I've already discussed and use **KeyWords Analyzer** to its full potential, you've already got a massive head start.

As I've said before, it all starts with the right keywords.

Firstly, the less competition you have, the higher the CTR.
So always sniff out the keywords where you have as few competing campaigns as possible. **KeyWords Analyzer** makes this part easy.

1. Group similar keywords together in their own Ad Group – be as specific as you possibly can.
2. Ensure that you wrap all of your keywords in "Quotes" and [Brackets].
3. Use negative keywords to further weed-out unwanted clicks.
4. If you're in a competitive situation that you don't want to avoid, then bid high to get an initial 1-3 position – as your CTR increases and beats your competition, you can start reducing your maximum bid.
5. Write at least 2 ads that will rotate automatically.
6. Use the stronger ad as your benchmark and rewrite the second to try and beat it (always keep a log of your ads and their performances before you edit them)

7. Write your headlines to include your keywords. If you do this, AdWords automatically rewards your relevance by making your keywords in the heading **bold text**. This helps you get seen.
8. Align your Ads directly at the question being asked by the searcher in the use of that keyword – make them as relevant as possible.
9. Remember to stress benefits in the headline and first line – then a feature in the third to give credibility.
10. Monitor performance regularly – remember it's not static. If a competitor comes up with a better ad, it will affect YOUR CTR. Keep an eye on the other ads. There's an easy way, run **KeyWords Analyzer** over your keyword list and it will return all of the headlines being used for each keyword. It will also return all of your competitor's links, so you can see straight away if you're attracting more competition.

A quick word about CTR's and what is considered good or bad.

The quick answer is that it varies considerably. My CTR's are generally lower in areas where there is competition – and in the **KeyWords Analyzer** field, you're up against canny Internet marketers who really understand the system. I'm generally pleased with CTR's in excess of 1.5%, but happier if I see 2%.

In less competitive areas, I tend to push for around 3%.

My personal record is 14% - and that's for **KeyWords Analyzer** – the ad is still running so I don't want to say more or my competitors might give me a hard time trying to beat me – and it really is under their noses.

Suffice to say though it is a tightly relevant answer to a specific question – something all ads should seek to achieve.

If I see a keyword under 1%, I know that quite serious remedial action is in order, unless I'm dealing with a broad generic term that could have lots of different reasons for a search – I tend to avoid that though.

One other area that you need to keep a close eye on:

What do your prospects do when they get to your website?

There's no point in spending all this time and effort sending people to your site, only to have them not do anything.

A detailed discussion of website marketing is beyond the scope of this course – but make sure that you're keeping a close eye on your website's effectiveness – and be prepared to tweak it to improve.

At the very least, your landing page should have a clear benefit headline, aligned to the same topic that got the prospect to click on the ad in the first place.

It should answer the question in the prospect's head (remember that one?)

And it should be absolutely clear what it is that you want your prospect to do. There must be a clear call-to-action.

Don't confuse the issue. Make it one thing and one thing only. Test after test has proved conclusively that if you introduce an "either / or" – then all responses are cut dramatically.

Personally speaking, if you're selling something, I recommend inviting a prospect to actually engage and give you their email address. You must give something in return that is valuable to the prospect.

This gives you the opportunity for follow-ups, Ezines etc. I believe that making a prospect interact in any small way also helps break down barriers. It's easier for a prospect to make a decision for something free and without commitment than to haul out a credit card on the first date!

Dealing with under-performing keywords

One thing's for certain.

Some keywords will perform better than others. Some will do really well. Some will be average and others will be borderline or even below.

You need to get a grip on under-performing keywords quickly.

The first question you need to ask is whether the ad, the keyword and the prospect are sufficiently well aligned. The most common problem is that the ad is not striking the chord and answering the question.

Also, make sure that the position is not the problem. AdWords gives you the average position of each keyword. If your position is greater than 8th, then your CTR will drop – the ad is not being seen.

Sometimes you just get it wrong and include a keyword or two that are not strictly relevant. Guard against thinking about "similar" keywords. Only use similar words where you can clearly see that you're answering the question. Don't expect a searcher to "get it" and be inspired just because a word bears a resemblance to what she's looking for – it won't happen.

Your options in this type of case are limited to:

Deleting the keyword completely. This is generally not advisable because if the keyword is relevant to your offering and attracting page impressions then it is worth spending some effort getting it right.

Alternatively, your best bet is to take it out of that campaign and create another. Then rewrite two ads specifically for that keyword. Do this with all your under performers. Keep them out of successful campaigns so that you're not diluting your overall campaign CTR.

Generally speaking, one tends to have the most difficulty with single words – especially generic ones. The problem is that they can be too wide in their interpretation and so it is difficult to get an accurate handle on what exactly is being asked.

A useful technique with single generic words is to try and use –ve keywords to narrow down the search.

Before we wrap AdWords – A beginner tip

We're coming to the end of our AdWords discussion, so I would like to part with some comments aimed at beginners.

I would recommend that prior to starting with AdWords, you allocate yourself a "Test Budget".

This is cash that you're prepared to write-off.

- You'll use it to enter higher bids for your opening campaigns.
- You'll use it in testing your click through rates.
- You'll use it in exploring different Ad groups
- You'll use it in testing different keyword options.
- You'll use it in making sure your website is doing its job.
- If you have to restart your campaign after weeding out poor performers, more than 3 times, you get charged for it.

It always takes some time, at least a couple of weeks to get a feel for a campaign. If you're stressing about your ROI from Day 1, you probably won't be looking at the situation too objectively.

Also, go easy at the start. Don't try and kick off with 5 campaigns. A lot's going to happen in the first few days and it will take a little while to get your head around it. If you're trying to fight too many fires at once you'll get confused and downhearted.

Keep it simple.

Just one or two campaigns to start with. Get your thinking clear and your systems organised, and then it will be downhill from there.

I'll probably think of a lot more issues to do with AdWords as time goes by – but in the interests of the other subjects I'd like to cover, I'm going to leave it there for the time being.

What I will say in finishing is that AdWords is in my opinion, the superior pay per click advertising medium. It's harder to get going than the others, but once you do, the benefits are more rewarding.

I hope you've enjoyed the AdWords discussion and found it useful.

Right, let's move on to:

Overture

Overture is another pay per click search engine with an enormous reach.
Yahoo now own Overture and searches are syndicated across the various partner
networks according to your position on a keyword.

If you're in the Top 5, you get listed on Yahoo. If you're in the top 3, you get
listed in MSN and Alta Vista, Top 6 – Meta Crawler and the top 10 includes
Dogpile and Excite on the Info Space network.

BUT

Given my experience of AdWords syndicated content from Google's search
engine, I have to be a bit circumspect about the validity of more reach that is not
necessarily closely targeted.

Distribution of your message across Yahoo in particular must be taken seriously
though.

There are a number of other issues to do with Overture that you should be aware
of.

Firstly, the minimum cost per click is 10c. That's twice AdWords minimum 5c,
with a minimum monthly expenditure of $20.

Also, with Overture, everything has to be approved. Keywords, Advertisements,
editorial changes – all have to be submitted for editorial approval in advance.

This is in my opinion unnecessarily bureaucratic, particularly when compared to
the AdWords system.

Another rather annoying attribute of Overture is that individual keywords have to
be approved and they are a lot less flexible than AdWords. Very often they
employ stemming to wrap a niche keyword into a more expensive mainstream
relative - and that discourages niche development.

Customer service and editorial approval both have a reputation for being slow,
typically taking up to three days to respond to queries.

Recently, for a fee of $199, Overture has introduced what they call the Fast-Track
scheme – this waives a lot of the editorial formalities and waiting times, enabling
you to get on with your campaign that much more quickly and efficiently.

I have to query why advertisers should have to pay to mitigate Overture's own
internal inefficiencies, but they're bigger than me so they're probably not much
bothered by what I think.

So all of that said - It is in my opinion, the second choice after AdWords of
anyone wishing to coordinate a pay per click campaign. For all their irritations,
they have a massive reach, and like it or not, that has to be taken seriously.

KeyWords Analyzer works specifically with both the AdWords and Overture
databases. Everything I taught you about researching keywords, looking for
underserved niches and writing ad copy applies equally to Overture.

KeyWords Analyzer will show you exactly how many campaigns are live on
Overture and will give you a direct link into the Overture database and show you

the maximum bids for each keyword. There are two columns in **KeyWords Analyzer** for Pay per Click data – one for AdWords and one for Overture. **KeyWords Analyzer** returns campaign data for both, so you can compare them head-to-head.

Overture has none of the subtleties of AdWords. It's a straight bidding situation and whoever offers the highest bid gets top position – there's no formula that rewards you for relevance.

However, writing compelling ads and headlines does give you a bit of an edge and all of the ground-rules to good keyword research and relevance still apply – so this is what I would do **before using Overture**.

Start with AdWords.

That's right. Start with AdWords.

AdWords gives you the flexibility to test your ads and your Ad/Keyword combinations to give you an exact market tested answer as to what will work and what will not – but you already knew that didn't you ;-)

Overture does not have the direct response capability of AdWords and is just not as good for testing your copy. So test your copy in an AdWords campaign – get it pulling a nice response rate and then proceed with Overture.

Overture also has a free inbuilt keyword research tool called the Overture Search Term suggestion tool. It returns basic data of keywords searched over the previous month. But with Keywords Analyzer, you have much more power at your disposal than the search term suggestion tool and the ability to advanced search and search for related keywords. The suggestion tool only returns very basic supply and demand data, which while useful, is the bare minimum of information needed to make good decisions.

A Quick Maths Lesson

A lot of people seem scared to dip their toe into the Pay per Click market – but if you want to drive traffic to your site that will ultimately earn you revenue, there is no better way in the short term to get yourself started.

To be successful though, you have to be on top of certain key variables to make sure that you don't get a bad surprise at the end of the month when you see your credit card statement.

Your website

Think of it as your cash-cow. If you're using it for e-commerce and converting visitors, it is there for only one reason – selling. Many courses have been written on web selling, but you must always think in terms of "Conversion".

What is conversion?

Conversion simply, is the proportion of visitors to your site who actually do what you want them to do.

So, if you sell an E-Book for $40 and 2 visitors in every 100 actually buy it, then your conversion rate is 2 / 100 = 2%

So, if you know that on average 2% of your visitors buy from you, you will also know that 100 visitors to your site will make you $80.

And what is the significance of this pearl of wisdom you might ask?

Well – it's the difference between Pay per Click happiness or Pay per Click misery.

Because you now know that each visitor to your site is worth:

$ 80 / 100 Visitors = $0.80c

And that my friend is your **breakeven number**. If you pay more than $0.80c for your pay per click traffic, then you will lose money and if you pay less, then you make money – it's a simple as that.

So – the way to do it is to test.

Make sure you know how your website is converting – get a handle on the numbers. Track your pay per click traffic relentlessly and get an immediate feel for that conversion number and then you will know the absolute limit to what you can bid.

Your financial success depends on a number of variables, but your website conversion efficiency is one of the most important – so don't neglect it.

So – that really brings me to an end of our all-too-quick **KeyWord Master's Course.**

I know I still have a lot more to do and say – there is a lot of material. But I do hope I've achieved at least one goal – to show you just how important a proper understanding of keyword research is to furthering your online aspirations.

I've added some references and links to products that I know well and which work and complement our **KeyWords Analyzer** software. I'll be updating these as time goes by.

From me, and my partner and developer of KeyWords Analyzer, Goran Nagy, I wish you all the best and every success in your online endeavours.

Thank you for your attention.

Chris Lee
www.keywordsanalyzer.com

Recommended Products and Services

These are all products that I've tested personally – I would not recommend them otherwise. I've linked them directly, so make sure that you're online and just click the links and they'll take you straight there.

KeyWords Analyzer

If you're looking to research Keywords – then this is the program for you. It has deep search, keyword suggestions, Google Campaign management and Overture Campaign management all rolled into one.

It sits on your desktop – it's yours – not a server side program that you have to keep paying for over and over. It's equally good for **general keyword research**, as well as keyword research for **AdWords**, **Overture** and **FindWhat.**

It's a program that we're continually improving and all of our customers get free updates of improvements to the software for life. At only $79 it's also the most competitively priced serious keyword analysis tool on the market today. It comes with a 90 day no-questions guarantee and it's used by experts who know what they're talking about.

Don't design a web page or plan a Pay-per-click campaign without it.

Splutweb.com

Splutweb is a great new online tools resource that is growing all the time – you can monitor your website back links, search engine position, deadlinks, build your own DHTML hovering popups (a must for online marketing) - and registration and the tools are free. The site is ultimately destined for much greater things, including Autoresponders, Polling, Software box design, Traffic analysis – the list goes on.

WebPosition Gold

You'll remember on Day 2 we covered keyword research followed by page optimisation and search engine submission. Well if you're looking for the perfect complementary product to KeyWords Analyzer, this is it. Start the research process with KeyWords Analyzer and then build, submit and monitor your pages using **WebPosition Gold**. That way you'll know that you're building your site for perfect search engine optimisation. **WebPosition Gold** will make sure that your keyword density is perfect, that all your tags are properly optimised and that you're handling your submission properly. It has a web page reporting function second to none.

It's the market leader - all the professional web designers use it - and it works. They have a risk free trial program download so you can see what it's all about. Highly recommended.

Ken Evoy's Site Build It!

If you decide that all of this is too much for you - by which I mean Keyword research, optimising pages, submitting to search engines and monitoring your position, then there is a solution that is the closest thing as possible to doing EVERYTHING for you that you can get.

It's the only occasion where I don't directly recommend KeyWords Analyzer for Keyword Research - SBI has a built in Keyword Research tool that's similar (except it doesn't look at AdWords and Overture) – but effective – he calls it the "Manager"

The package is called **Site Build It!**

With back up and after-sales support second to none and some incredible performance stats – over 50% of Site Build It sites are in the top 3% of traffic of ALL websites.

It's designed to make the entire process so simple that even a total novice who's never heard of HTML can happily build a site with it.

There's tons of information available free to help you make a decision. There is a **Free Trial Site Build It! Download** right here, so it's worth a look.

Course : Perry Marshall's Definitive Guide to Google AdWords

If you want to get more background and detail from someone who knows his way around AdWords, then this is the course I would recommend. He makes some great observations, all of them relevant and gets very detailed in his campaign management.

Perry has an enormous reputation in marketing circles and an impressive list of clients. He's a committed professional marketer who takes his game very seriously indeed. He's an AdWords expert – I know that personally – my ads are often competing with his for the same keywords!

His course comes highly recommended for anyone seriously committed to building an AdWords presence.

You can get a flavour of his course for free, with his 5 day email crash-course – in itself, required reading.

Pay per Click Search Engines

Google AdWords

I think we've covered this one. Number 1 in my book – and with **KeyWords Analyzer** at your side it really opens up the possibilities.

Overture

Love it or loathe it – it's big. Remember what I said though – get your story right with AdWords first and then be more efficient with Overture. Overture has improved their service level recently with the introduction of the fast track system. You can sign up straight from here. KeyWords Analyzer takes all the sweat out of your Overture research.

FindWhat

Probably the best and fastest growing pay per click search engine behind AdWords and Overture. FindWhat are more economical than Overture and serve 20 million searches a day. Keywords Analyzer now has full FindWhat functionality and will show you exactly how many FindWhat campaigns there are for each keyword.

FindWhat is often much less competitive than AdWords or Overture and Keywords Analyzer will show you where to get the most bang for your buck.

Distribution through Search.com, Dogpile, Webcrawler and Excite.com

LookSmart

Two types of targeting. Keyword targeting as well as inclusion targeting, which means you get listed whatever – that costs 15c per click. Minimum keyword bid is 10c, but Cost per Click's are generally lower than Overture.

Kanoodle

5c minimum bid. Less reach to niched 2nd tier keywords. Contextual advertising.

More Great Resources – People who know what they're talking about

Top General "How-to-do-anything-and-everything-on-the-internet" Site:

Learn even more…
I'd like to take this opportunity to introduce you to Lynn Terry of Self-Starters Weekly Tips. Lynn uses **KeyWords Analyzer**, and freely discloses details of her case-studies with PPC & SEO. She offers a free interactive newsletter covering many aspects of a **successful online business**, as well as a very active online discussion forum: **www.selfstartersweeklytips.com**

Top Keyword Research tools site:

If you are looking for sound impartial advice about all aspects of Keyword marketing and comparative product reviews, including **KeyWords Analyzer**, then sign up for the **Keyword Hawk** newsletter published by **Henrik Flensborg**. Henrik is an expert who knows his subject well and can be counted on for solid advice. You'll find a subscription to Keyword Hawk on:
 www.keyword-optimization-tools.com

Top Affiliate Site recommendation:

If you're looking for a great online resource for anything and everything to do with affiliate programs, there's one site to check out before all the others. It was the first of its kind and has spawned 1000's of copycat sites. The site is run by the pioneer of Affiliate directories, **Allan Gardyne**, and the site is called **Associate Programs**. There's a comprehensive directory of over 6000 affiliate programs and a huge selection of free tools and articles. It comes highly recommended by us.

http://www.associateprograms.com

Top Pay-per-click search engine information site.

I recently came across a fantastic website that deals with everything you need to know about Pay-per-Click search engines, but didn't know enough to ask. It's a comprehensive, well-resourced site that will answer the lot – and you'll discover lots of information on new pay-per-click search engines that you were never even aware of.

It's got a memorable name too:

http://www.payperclicksearchengines.com