



Five Lessons to Success with Google AdWords

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Lesson One

"The ONE Thing That Separates the Men from the Boys in the Google AdWords Game"

There is ONE central idea, one key concept that Google wants you to understand.

If you have this right, Google will literally reward you by giving you lower prices on clicks, and your customers will reward you by buying what you have to sell.

If you DON'T have this right, you'll pay way too much for clicks, your campaigns will get disabled, and your whole Google experience will be unpleasant.

The one thing that matters on Google is **relevance**.

You might think of this as "**message to market match.**"

This will make complete sense once you understand a bit of Google's history.

Google started in 1998, after the "big boys" in the search engine game like Yahoo and AltaVista were well-established.

At the time, few people would have bet that Google would overtake them all - but in five years they have done exactly that.

What's even more remarkable is they did so without a bunch of hype and loud marketing. They literally built a better mousetrap and the world beat a path to their door.

So what happened?

Google's mission in life was to build a search engine that would give people **exactly** what they were searching for, as fast as possible. If you were searching for "California butterflies" they wanted to give you the very best and most popular California butterfly websites on the very first page of results.

They developed an amazing mathematical formula for figuring out who visited websites and why, and using that information in their search engine.

So.... when they began to sell *Pay Per Click* advertising, they were extremely concerned that advertisers also put out messages that were highly relevant.

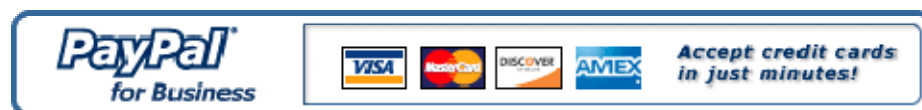
Google rewards you for being relevant, and they let people who are searching vote for you. If your ad gets clicked on, it's relevant. If it doesn't, it's not. It's that simple.

If you can't get 5 out of 1000 people (0.5%) to click on your ad, Google disables your ad. The higher your click thru rate, though, the less you have to pay for the position you want.

So this creates a "Darwinian" effect, a deliberate natural selection that weeds out bad advertisers and rewards good ones. What's good for Google's customers is good for Google and good for you.

When all the dust has settled, what really matters is that your ads and your content be **relevant** to the keywords you're bidding on. **Your message must match what the person is thinking.**

So... what were they really thinking when they typed in "California butterflies?" *That is the question.* Figure that out and put it in front of them, and you'll win on Google. Write an ad that matches exactly what they're searching for and you'll beat your competitors by a country mile.



Lesson Two

"How Changing ONE Word Can Cut Your Bid Prices Nearly in Half!"

Why the Bid Price is NOT the Price You Pay

Next, I'm going to talk about the thing that many newcomers find most confusing about Google - and I'm going to explain why it's a really ingenious twist that will actually help you.

The price you bid is almost never the price you actually pay. You almost always pay less.

First, it's a little bit like Ebay: You pay 1 cent above the position below you, not the maximum that you bid.

But there's an even more important secret that is the key to getting lower and lower prices, even while other bidders are jumping into the game:

Your Click Thru Rate (CTR) is MORE important than how much you bid.

The Click Thru Rate is the percentage of people searching who click. If 100 people search, your ad shows up 100 times, and one person clicks through, that's a 1% click thru rate.

So let's say I've got a 1% CTR and I'm paying €1.00 for position #2.

Let's say you've got a 2% CTR --- you only have to pay 51 cents to get position #2 and knock me down to position #3.

That means if you're 2 times as relevant, you pay 1/2 as much!

The rules are simple, but the implications are huge.

When you achieve high click-thru rates, your bid prices go down, down, down and your traffic goes up.

The difference can be quite amazing. Here's an example of two ads - one got nearly twice the CTR as the other:

<p><u>Simple Self Defense</u> For Ordinary People Easy Personal Protection Training www.tftgroup.com Clickthrough Rate: 0.8%</p>	<p><u>Simple Self Defense</u> For Ordinary People Fast Personal Protection Training www.tftgroup.com Clickthrough Rate: 1.3%</p>
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Notice what happened: Only ONE word changed - "Fast" instead of "Easy" - and the Click Thru Rate jumped from 0.8% to 1.3%!!!

That means that the ad on the right gets almost twice as much traffic **for the same amount of money**.

This is just one of **dozens** of tricks I've found that push your bid prices down, down, down while your traffic goes up. Beat your best and you'll get more and more traffic for less.

Hey... one last thought. I just explained how Google ranks your ad higher as your CTR goes up. Overture does not do this. In Overture, the highest bidder always wins.

That rewards people who have more money than brains.

Which means that for the smart marketer, Google is vastly superior!

Lesson Three

"A Google AdWords Lesson from the Wall Street Journal"

What does the Wall Street Journal have to do with Google AdWords?

Plenty.

The Wall Street Journal advertises for new subscriptions with Google AdWords.

But that's not what I'm going to talk about now.

No, what I'm going to talk about is the WSJ's famous direct mail letter, the one that's been selling millions of subscriptions. They mail 30 million copies of that letter per year.

This two page letter says:

Dear Reader,

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college.

They were very much alike, these two young men. Both had been better than average students, both were personable, and - as young college graduates are - both were filled with ambitious dreams for the future.

Recently, these men returned to their college for their twenty-fifth reunion...

Of course it goes on to explain that one was super-successful because he read the Wall Street Journal.

That letter has been selling WSJ subscriptions for 29 years - *unchanged*. That's right, they have not changed that letter in 29 years!

Not that people haven't tried. Top writers have been trying to beat it ever since it was first written.

And nobody's succeeded - until just recently.

That's right, a copywriter named Mal Decker just beat it, apparently increasing the response by **Twenty Percent!**

Mr. Decker should be mighty proud of himself.

The reason this is so significant is that because of the improved performance of this letter, the WSJ now gets 20% more sales without spending a penny more on postage or printing. I can only guess, but when you subtract out expenses, this might actually **double** the profit they make selling their paper.

The lesson is clear: In advertising, copy - your choice of words - is king.

So what does this have to do with Google AdWords?

Plenty. AdWords is set up to work the same way as direct mail. If you can beat your existing ad, the same way Mal Decker beat the WSJ letter, the exact

same thing happens. You pay the same amount of money but you simply get more visitors.

The same thing, in turn, happens once visitors get to your website: The better your copy on the website, and the more traffic it converts to dollars, the more money you get, and you don't have to spend a penny more on traffic!

You can change the CTR of your ads by 50% just by changing ONE WORD. And this is NOT unusual, not a fluke. It's actually QUITE NORMAL. That's right - ONE word can make that much difference. The [AdWords Toolkit](#) even shows you an example of how simply reversing the order of two lines increased the response by 2000%!

When you're writing those little ads, little hinges swing big doors!

Lesson Four

"The Fastest, Easiest Way to Test New Ideas"

I don't know about you, but I've spent a lot of money developing products and ideas that nobody wanted to buy.

What a horrendous waste - especially considering how many *other* ideas there are that people *will* spend money on!

If you understand how to use Google AdWords, you'll never need to invest more than a few hundred euro - or in the worst case a few thousand euro - chasing a product idea that has no chance of working.

Let's say you've got a product idea. The product itself costs €50,000 to develop, and you're sure it's a good idea because it solves a really thorny problem.

So here's what you do: You write a report, e-book or white paper about how to solve that problem. You create an opt-in page where people can get your report in exchange for giving you their contact information.

Then you buy keywords, send people to that page and see how many people you can get to opt in.

That alone will tell you something!

And if you can't get anybody to opt-in to your report - or if you can't find keywords that people are searching for - then that's a good sign you should abandon the project before you throw any more money at it.

When people opt in, send them an email (or maybe even call them on the phone) and ask them what they're looking for. If your report is any good, they'll be happy to talk to you, and you'll get LOTS of input about the kinds of problems they're trying to solve.

It's impossible to do this and not learn some major things that you did not know or anticipate.

Not only will this process validate that you're solving a worthwhile problem, it will also fine tune your efforts so you're dealing with the real problems that real people have!

It's worth repeating: after testing your concept on Google AdWords, you'll never throw good money at a lousy product idea. And when you need assistance or investment money, you'll have proof that people are looking for what you have to sell.



Lesson Five

"Why the Most Important Success Ingredient Has Nothing to Do With Google!"

100 years ago, in 1903, the Wright Brothers achieved their monumental goal of flight at Kitty Hawk, North Carolina.

Most people don't know that there were quite a few other people trying to build an airplane at the same time. One was Alexander Graham Bell; another was the President of the Smithsonian Institution.

All of these guys were much better funded than a pair of bicycle shop mechanics from Ohio with a wind tunnel in their garage.

But there's a key difference that led to the Wright Brothers' success.

The other guys focused on making a more powerful engine.

Orville and Wilbur Wright focused on the plane.

Specifically, the Wright Brothers built their airplane as a glider without an engine - then mounted the engine later, almost as an afterthought.

They flew it in the breeze first, then added power later. That was the key to their success. **They discovered that when you're building an airplane, the wings are more important than the engine.**

What does this have to do with **Internet Marketing?**

The point is that all of this is not really about **Google AdWords**, or any particular way to get traffic. What matters more than all of that is the ability of your website to get people to take action - to opt in, to buy, or whatever you want them to do.

Google AdWords just happens to be the fastest, easiest, and sometimes the least expensive way to get the traffic there. But once again, it's not about Google - *it's about your website.*

What Google will help you do, more effectively than anything else, is send highly targeted, predictable traffic to your website, day in and day out, so you can experiment, test, and perfect your sales process.

Perry Marshall's "Expanding Universe Theory"

for Doing a Marketing Rollout

Now listen up, because what I'm about to explain is **profoundly important**. It seems simple, but it's revolutionary. Please pay attention here.

For most businesses, the FIRST thing you should do is properly set up a Google AdWords campaign and play with your website until the traffic converts to sales profitably.

Frankly it doesn't matter how long it takes to make that work. Every step of the process teaches you very important things, even if it's through trial and error.

Why use Google for that? Here's why: It's just about the only way to get a steady, predictable stream of traffic day in and day out. Most other sources of traffic, like free search engine listings and PR, are things you have no real control of.

THEN... once it's working on AdWords, you take the same messages and sales process and roll out your product in this order:

1. Google AdWords
2. Search Engine Optimization
3. Other PPC's like Overture and Findwhat etc etc.
4. Email promotions
5. Affiliates
6. Press Releases
7. Direct Mail
8. Print Advertising

You see, items #2 through #8 are more expensive and/or less controllable than Google. Get it right with Google first, where you have total control THEN do email. THEN get help from affiliates. Don't let any of these other things or people be your guinea pig - if it works on Google AdWords first, then you can invest in these other things and be fairly certain it will work.

I can't overemphasize how powerful this is. Usually search engine traffic represents only a tiny percentage of the people who are potential customers for you. When you roll out to items 2 through 8, you can often make five to fifty times as much money as you were making with AdWords. And no longer is it necessary to risk more than a few hundred dollars on a marketing campaign!!!

That's exactly what my purpose was in building my Google AdWords toolkit - to help you have a traffic engine that does exactly what you want, and minimize your risk.

A little traffic. A lot of traffic. Turn it on or turn it off at will.

You can use it the same way the Wright Brothers used the wind tunnel in their bicycle shop - to perfect the airplane before going out to "the big time."

We wish you big-time success with Google AdWords!

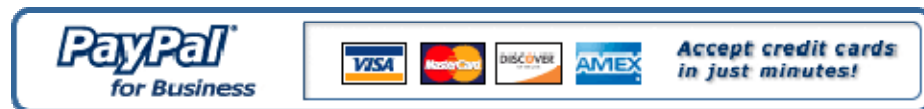
You can now do one of two things.

A) Return to http://www.martinsmedia.com/web_marketing.htm and contact us directly to book one on one personal tuition and training in the use of Google AdWords. It will cost from €325 + VAT for a ½ day training. You will be walked through setting up your first set of AdWord advertisements and instructed on how to manage your campaign. There is a strong focus on using AdWords to target Irish Audiences.

-or-

B) If you are a self starter or on a budget, but feel you need some more information, you can visit my colleague Perry Marshalls website and view his very helpful e-course called The [Definitive Guide to Google AdWords](#). His basic package starts at only \$49(or about €40).
<http://perrymarshall.com/>

It's up to you now. We wish you success in all your business



Other Web Marketing Resources:

This guy REALLY CAN show you how to start an Internet business in less than 24 hours -- and see profits by next weekend!

Review: "The Insider Secrets to Marketing Your Business on the Internet -- Version 2004" by Corey Rudl

If you've been searching for information about how to **sell products or services online**, then you've probably come across Corey Rudl's name at least a few times. And, if you're like me, you've probably wondered what the story is behind his best-selling marketing course.

Well, here's the truth: **This course is the real deal.**

Listen, I'll be the first to admit that I was hesitant when I first decided to buy "The Insider Secrets to Marketing Your Business on the Internet -- Version 2004." But when it arrived on my doorstep (**only 3 days later!**), I was literally *blown away* by what I had received.

The first thing I noticed about the course was that I could barely lift it up -- the package must have weighed ten pounds! Now, I know that this sounds like an overwhelming amount of information, but one of my favourite things about the course -- which you'll discover right away -- is that it is laid out in an **easy "step-by-step" format**.

For example, Step 1 is all about deciding what you want to sell and planning out your business. Already know what you want to sell? Skip to Step 2, which will teach you how to design and build your site. The whole course is set up this way, so you can quickly find the **exact information you're looking for**.

If this stuff sounds a little basic, don't worry! The course also walks you through the **more advanced topics** -- things like e-mail marketing, search engines, locating virtually unknown sources of dirt-cheap traffic, how to get 1000s of new visitors to your site for free, and so on.

And the best part is that you *don't* need to be some kind of computer whiz to understand and use the strategies that are taught in the course! You'll be amazed at **how easy it actually is** to do things like set up autoresponders, accept credit cards on your site, and build your own opt-in e-mail program.

The course also comes with two CD-ROMs that are literally packed with **all kinds of great resources**. These CDs contain everything from "fill-in-the-blank" e-mail and newsletter templates, to revealing audio interviews, as well as Corey's "Personal Rolodex," which is a list of 167 web sites, tools, software, and resources -- mostly FREE or "almost-free" -- which have **saved me TONS of time and money already**.

But what impresses me *most* about this course is just how **complete** it is. I've purchased other Internet marketing books and resources before, and they all seem to focus on just ONE thing. For example, they'll tell you how to build a great-looking site, but won't tell you how to get anyone to visit it! Or they'll tell you that you need to start collecting e-mail addresses from your visitors -- and then they don't tell you HOW to do it!

The "Insider Secrets -- Version 2004" course is almost like an encyclopaedia of Internet marketing, since it explains in tremendous detail absolutely everything you need to know about how to start, run, and grow a profitable online business. **I give this product my absolute highest recommendation.**

[Click here](#) to find out more.

