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Free Preview Edition

AdWords Inside Secrets



www.AdWordsInsideSecrets.com

Free Preview Edition
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How to use this course

This comprehensive AdWords home study course includes the following components:

1. This e-book.
2. The live video DVD of Frank speaking.*
3. The 2 live screen video DVDs of Frank's AdWords campaigns.*
4. The supplemental Audio CD.

To get the most from this course, we recommend the following sequence:

1. Watch the live video of Frank speaking.*
2. Watch the live screen video.*
3. Listen to the audio CD.
4. Watch the live screen video again, this time with your AdWords account open so you can follow along.

What about this e-book, you say? You can begin reading now. The e-book is meant to be a guidebook and reference, so you can read it now (since you get it as an immediate download and don't have to wait for the box to arrive), or you can read it after you go through the DVDs. It's up to you. Either way, make sure you read it, because it will further clarify and reinforce the essentials of AdWords that you will need to know to be successful online.

Good luck!

*Please note that the most concentrated value and amount of information in this course will be found in the two video DVDs. If your time is limited and you cannot get through the entire course now, start with the DVDs.

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Preface - Why is this product necessary?

Before I get into the specifics of why there is such a pressing need, and a void to be filled by *AdWords Inside Secrets*, let me tell you my story of how I used AdWords, and AdWords alone, to achieve the success I am so proud of today.

It all began in June, 2003, when I was burned out in my sales job and wanted something better out of life. I was doing very well in sales as a result of my somewhat unconventional methods, which led me to the realization that I had valuable knowledge that people would be willing to pay for. So, I created a book along with two audio CDs to accompany it, and put up a simple FrontPage website to tell the world about it.

The obvious problem was getting people to the site. After all, traffic is first and foremost in the game of selling online. If we don't have traffic, all of the other things we do, such as copywriting, auto-responders, and so on, do not matter.

I did some minimal research online, and quickly discovered the Google AdWords service. I paid my five dollars to join, entered a very short list of broad keywords, typed in the copy for my ad, and sat back and waited.

Thirty minutes later, I made my very first sale online.

That was on June 17, 2003. Things progressed quickly thanks to my little AdWords account, and barely over two months later, on August 22, 2003, I quit my job – the last job I've ever had.

That in itself was huge for me. For years, I'd always wanted to be free from a job and a paycheck, as I'm sure you've always wanted. That's why we get into the Internet Marketing game in the first place. I'd tried so many different business ideas, and gone broke so many times, that being able to go from starting a new venture from scratch, to quitting my last job ever only two months later, was earth-shattering. But it was just the beginning.

I put a lot more time and effort into managing and expanding my AdWords account over the next several months, and the results continued to show. I began attracting valuable publicity from large publications such as *Selling Power*, the #1 largest magazine in the world of selling. This publicity led to more traffic and more sales, and word-of-mouth publicity, or, as many of us call it, the “viral effect,” continued to grow.

Then, less than a year after all of this began, a major New York publisher contacted me. I flew to New York to meet with them, excited about the prospect of becoming part of the prestigious world of published authors. Unfortunately, their presentation didn’t impress me, and I reluctantly declined to pursue a publishing agreement with them (this was tough because I really wanted to see my book on the bookstore shelves, but, fortunately, I was able to silence my ego and say no, at least that time).

What’s most impressive isn’t the fact that a big publisher called me with an unsolicited offer. The impressive part is how they found me – via one of my AdWords ads! They simply clicked on it, liked what they saw, and I was immediately being considered for publication. Believe it or not, there is tremendous credibility in having your ad showing up not only in Google search results, but also on Google’s content network. For me, it was the appearance of my ad on Amazon.com that led to the attention from a major publisher.

Fast-forward one year. After having mixed emotions regarding my turning down the first publisher, I was contacted by Wiley publishing in Hoboken, New Jersey. If you are not familiar with Wiley, they are the premier publisher of business books in the world, with their authors including huge names such as Zig Ziglar, Brian Tracy, Joe Vitale, Mark Joyner, Jeffrey Gitomer, the Trump University books, and dozens of other household names. This was huge! This time I knew I was going to publish with them. There was no doubt or uncertainty or necessary due diligence as there was with the first publisher. This was it.

But, here’s the kicker: When I spoke with the associate editor at Wiley who first contacted me, I asked, “How did you find out about

me?” Her answer? “I clicked on your Google ad I saw on Amazon.com!”

Amazing!!!!

Another publisher had called me thanks to my web presence on Google AdWords – the best publisher of business books in the world!

If that is not a testimonial for using AdWords, I don’t know what is.

It doesn’t end there. Nine months later, the book was about to be released. I wanted to do what other great authors and Internet Marketers had done – Mark Joyner and Joe Vitale come to mind – which was to make my book an Amazon #1 Best-Seller.

Instrumental in that quest was my own e-mail list, a list I had built entirely from AdWords traffic ... a list of over 50,000 highly targeted, loyal subscribers! (My list is now over 200,000 strong.)

(Building a big list is one thing, but building it with AdWords really takes things to another level. The quality of subscribers you will get with AdWords is the best anywhere. AdWords will get you buyers, not browsers.)

Sure, I brought some big-name joint venture partners on-board, names like Joe Vitale and Jeffrey Gitomer, but, as is usually the case with J.V.’s, it was my own list that performed the best. After all, they already know me, they get my weekly newsletters, they are familiar with my content, and many of them already have one or more of my products, so it’s a no-brainer for them to buy my new book – especially when the Amazon price was a measly \$11.02.

Going into the promotion, though, I was nervous. Ann Coulter was launching her latest book that very same day and, love her or hate her, you can’t deny the fact that she is a mega-bestseller and she sells massive amounts of books.

I was pretty well convinced that I’d get to #2 on Amazon, but not to #1 because of her.

Lo and behold, less than three hours after broadcasting the promo to my list, I was at #1 on Amazon! And I stayed there for 2-1/2 days, despite the fact that publicity for Ann's new book was blanketing every cable television news channel! Not to mention the Internet!

After 2-1/2 days, Ann finally made it into the #1 position, moving me down into #2 where I stayed for the rest of that week.

Keep in mind this was possible due to the amazingly targeted list I built with AdWords – a list of buyers, not just shoppers.

And, just when you thought the story would end, it doesn't. It keeps on going.

Thanks to what I'd learned from genius Mike Filsaime and his Butterfly Marketing manuscript, I made the book site viral (if you want to see the site, it's still up at FranksOneTimeOffer.com). Think of what would happen if you had a viral site built on B.M. principles, you plugged over 50,000 extremely targeted subscribers into it on the same day, along with the lists of several J.V. partners.

(Well, aside from crashing the site, which did happen briefly ... LOL!)

I'll tell you what happens when you plug that many targeted subscribers into a viral Butterfly site on the same day: The viral effect is massive. So massive, in fact, that the book continued to sell ... and sell ... and sell ...

... until three weeks later, when my editor Matt Holt at Wiley sent me an e-mail, informing me that the book had made it onto the highly coveted New York Times Best-Seller List!!!

That is the very pinnacle of success for an author.

It's such a huge achievement that, even if you took away my Internet connection for the rest of my life, I could still make six figures per month just from the speaking and consulting fees that New York Times best-selling authors are paid.

The moral of the story? This was all possible thanks to Google AdWords.

And, it's not just from AdWords alone ... it is the result of my continued, ongoing, and diligent efforts to test, measure, track, tweak, and optimize my AdWords campaigns for maximum results and maximum return on investment.

The purpose of this product is to reveal and explain to you exactly how I go about doing that on an ongoing basis. You're also going to learn how I built my campaigns in the first place.

Like I said, I don't even need an Internet connection to make a living anymore (although I'm not going to stop Internet Marketing unless and until someone really does take my connection away!). The next published book is already in the works for release in several months, and my speaking schedule is filling up fast. With that in mind, I have nothing to hide and no secrets to guard concerning my AdWords strategies. Prepare to learn them ... all of them.

Frank J. Rumbauskas Jr.
January, 2011

How This Book Is Written

This product came about as a result of, first, Mike Filsaime's request that I speak at his "Internet Marketing Main Event" seminar to teach AdWords, and, secondly, by those in attendance as well as those who heard about the event and who wanted to gain access to my expertise via a simple, low-cost product (This product originally sold for \$1,495 and even at that price it got rave reviews, but I have now decided to make it accessible to everyone and dropped the price substantially.)

Before creating this product – specifically, before I sat down to write this e-book – I thought about the difficulties I encountered in learning AdWords and the causes of those difficulties.

It came down to the fact that existing AdWords products are far too involved and contain too much technical minutiae to be of any effective use for real-world business owners and marketers. Browsing those books made me feel like a new Google employee undergoing comprehensive training.

I knew I did not need to know the history of Google and of AdWords to make it work for me. Nor did I have the time to learn it.

Furthermore, I did not need to know the behind-the-scenes technology of AdWords to make it work for me. Sure, it's interesting, but I don't have to know how electricity works to make it work for me. I just turn on the light switch and it goes on, and that's all I need. Anything more is an ineffective use of my time.

So, to that end, this e-book is concise and to the point. It will get you up and running on AdWords, and profitably at that, in a minimal amount of time. I don't waste your time with needless history, technical minutiae, or anything you don't need.

In short, this was written by an effective and efficient entrepreneur for other entrepreneurs & executives who need to be effective and efficient!

Acknowledgements

This product, my other books and products, and my success would not be possible without the help of a lot of people who I wish to thank here.

First off, to Mike Filsaime, who encouraged me to create a product specifically to train Internet Marketers on AdWords. It was while I was sitting in Mike's office that he saw the amazing results I've gotten with AdWords, and urged me to put my knowledge on paper for the benefit of others.

And, equally to Tom Beal, who introduced me to Mike in the first place. Tom is the greatest networker I've ever met. He first contacted me after buying my *Cold Calling Is A Waste Of Time* product in 2004 and we became fast friends. When Tom joined Mike, he introduced me and invited me to spend a week working and master-minding with them in their office, and that's where the idea for this product was born.

To Matt Holt, my excellent editor at Wiley, and especially to Shannon Vargo at Wiley, who discovered me in the first place via my AdWords ad on Amazon! To Mark Joyner, for your help and advice along the way, not to mention your excellent books from which I've learned a ton. Also to Joe Vitale, who was behind my book promotion, along with every J.V. partner who participated in the launch – especially Jeffrey Gitomer and his ezine editor, Megan – and everyone who provided an endorsement for the book – there are simply too many names to list here, and I thank you all.

Last but most importantly, to Dana, for your love and support day in and day out. And your understanding when I must lock myself away in my cave to write books like this one ☹

Understanding the AdWords System

Google AdWords is a strange animal.

Most pay-per-click (PPC) engines are quite simple – you enter a keyword, you enter the ad copy to go with that keyword, and you set your bid price. Bidding is nice and easy, because you can see what everyone else is bidding, and can choose your exact ad position in search results.

Not so with AdWords.

In fact, the reason I'm doing this book on AdWords and not even bothering with others, such as Yahoo! Search Marketing, is simply because the others are self-explanatory, while AdWords is not. In fact it is full of land mines, pitfalls, and traps that can destroy you if you're not aware of them and aware of how to avoid them.

I even thought about titling this book, "WATCH OUT AdWords Advertisers!" That seemed a bit alarmist though....

On the flip side, there are tons of neat little tricks and tactics you can use to really get ahead fast in the AdWords game.

The key to success in AdWords is avoiding the pitfalls while simultaneously exploiting the tricks and shortcuts. It's really that simple.

Why use Google Adwords?

There are several important reasons why nearly every Internet Marketer should be using Google AdWords to get traffic; here are just a few:

- AdWords Traffic Converts
For me, this is the best reason to continue using AdWords for the long term. PPC traffic frequently converts 5-10x better than organic, or natural, traffic. This is why I choose to put my time and money into AdWords instead of SEO.
- Quick and easy to get started
Unlike SEO or building an army of affiliates, which both take quite a lot of effort and a relatively long time, you can begin receiving high-quality traffic in a matter of mere minutes with AdWords. (This is vastly different from other PPC engines, which require a live person to approve your account and your ads before showing them. This sometimes takes up to a week. AdWords is also the only PPC engine I know of that charges you in arrears instead of requiring an up-front deposit.)
- Excellent tracking tools
Both AdWords Conversion Tracking and Google Analytics are free and will greatly help you to maximize your campaign's effectiveness and return on investment (ROI) in the shortest time possible. There is no need to spend money buying, or waste time installing, outside tracking software
- You set your own costs and spending limits
As a new advertiser who is tweaking and testing your new ads and campaign, you can set strict limits on how much money you will spend on AdWords. Each individual campaign in your AdWords account has a daily limit that you can set yourself, and of course you set the maximum bids on all of your keywords and phrases.
- **Google AdWords WORKS!!**
I put this bullet point in bold because, as you've already seen from reading my introduction here, AdWords has been

extremely effective for me. It's also extremely effective for everyone who takes the time and effort to implement and use it properly.

What about criticism of PPC from Internet Marketers?

I hear a lot of nonsense in the I.M. world, on message boards and the like, about how you don't need to use PPC if you are any good at marketing. To me, this statement is just as stupid as when I hear people say, "If you make a good product you won't get refunds." Everyone who actually sells anything online knows that you are going to get refund requests from dishonest people, no matter how great your product is.

Well, guess what – the fact of the matter is that I.M.'ers who are using AdWords are making money with it. The argument against it is totally illogical to me. It goes something like this: "Use SEO, affiliate marketing, viral marketing, press releases, articles, J.V.'s, and other tactics to get traffic. If you know what you are doing then you will never have a need for PPC and you won't have to give your money to the evil empire of Google."

To me, this is stupid because, even if you are getting a flood of traffic from doing all those things, why on earth wouldn't you want even MORE traffic?? If your sites are converting, wanting to get more traffic to them is a no-brainer. And the best part is that PPC traffic converts MUCH better than natural search engine traffic. MUCH better. Many studies state a conversion rate of 10x or even higher from PPC. This is simply because people who click on PPC ads know in advance that you are selling something. This is quite different from people who click on natural search results, who are frequently just browsing the web for free information. (Like the people who opt-in to my newsletter, download my free e-book, then actually write me to complain that I hit them with a sales pitch – or even worse, that I spammed them – after the fact!)

Let me put it another way: I'm writing this book on my PC laptop. Sitting right next to it on my desk is the latest & greatest, super duper whizz-bang new Mac I just bought a couple of days ago to replace my aging Mac. Do I need the expensive Mac to make money? Of course not. My business is doing just great, and I can easily get by with just this PC. It gives me the ability to run all the software I need and all the Internet access I need to continue to run my online business profitably.

However, the PC is missing something that the Mac provides: The ability to create and produce killer multimedia such as awesome pro-quality videos, podcasts, and interviews. (Yes, real TV & movie studios use high-end Macs.) Guess what? Those things make me money above and beyond what I'm already making from my business.

So, according to the anti-PPC logic I frequently see on the Warrior Forum and other places, the new Mac was a waste of money because my business is doing just fine on the PC. My argument against that is if I can do something to increase my income, why wouldn't I? It would be quite silly not to! So, with that in mind, I strongly recommend PPC as another way to drive traffic to your sites, even if you are already profitable now.

Here's the bottom line:

Don't buy into the "real men don't have to pay for traffic" B.S. you will hear on the Warrior Forum and from Internet Marketers in other places too. It's nonsense – sure, if you're successful you don't need to use PPC to get traffic, but why on earth wouldn't you want more traffic and access to a bigger market?

...BUT... you have your work cut out for you if you want to get the same level of results that I do! (Maybe people trash PPC because they weren't willing to do the work to make it work, and have a bad attitude toward it now.)

Basic Google AdWords user structure

Before getting into the technical side of AdWords, and the how-to part of this book, I'll briefly explain how the AdWords user interface is structured. It is broken down into three levels:

Highest level: Campaigns
Second level: Ad Groups
Third level: Individual keywords

You can set up as many campaigns and ad groups as you like in your account. Just do what will keep you the most organized, since, as your account and the number of keywords will probably grow into a huge amount over time, organization is very important.

When you hear me use the word “campaign” or “campaigns” in this book, I'm referring to individual campaigns in your account and not your account itself.

How AdWords Works – Google’s ad ranking system

Just like all of the thousands of web pages and articles you can find online attempting to dissect and explain Google’s natural search algorithm, there is a large school of thought on dissecting the AdWords algorithm. You see, AdWords is different from all other PPC engines in one important way – in fact, it’s the reason you need this product to make it on AdWords instead of simply placing bids for keywords:

With Google AdWords, your maximum bid price on a keywords is only one of many factors that go into determining what your ad position will be and how much you will pay for it.

If I know what I’m doing and you don’t, and we are bidding on the same keywords, I could easily pay less for position #1 than you will pay for position #3.

Sounds confusing? It can be, but it doesn’t have to.

Here are the major factors that go into determining where your ad will wind up in AdWords rankings and how much you’ll pay for each click:

- Maximum Bid Price
This is the obvious one. Unfortunately, because it’s so blatantly obvious, most people never look beyond it and overpay for underperformance. There are **so** many other factors going into your overall AdWords results. Sure, bid price is very important, but it isn’t necessarily the most important thing.
- Relevancy
Believe it or not, AdWords has a search relevancy algorithm just like Google’s natural search engine. If my ad is more relevant than yours to the user’s search phrase, I could get a higher position than you, while actually spending less money than you. Crazy but true – this is where AdWords begins to lose any resemblance to every other PPC engine on the market.

- Click Through Rate (CTR)
The historical CTR of each and every of your keywords & search phrases (herein referred to simply as keywords), each ad group, and each campaign dramatically affect your ad position and cost. This is what can also get individual keywords turned off by the AdWords system, if their CTRs are too low by Google's standards.
- Quality Score
This is *VERY* important for Internet Marketers! The Quality Score (QS) that Google assigns to your campaigns is extremely important to watch out for, because many common I.M. tactics and techniques – for example, floating layer ads and squeeze pages – can *kill* your QS. Therefore, it's very important to understand what goes into determining your QS, specifically what Google does not want to see on your site, and how to get around this trap by even creating new and separate sites specifically as landing pages for AdWords traffic.

Now, let us take a closer look at each of these individual factors:

Relevancy

In order to maximize your ad position and minimize your costs in AdWords, your ad copy for each individual keyword *MUST* be strictly relevant. For example, my #1 converting keyword is “cold calling.” So, using that keywords as an example, both the headline and the body of my ad should contain the phrase “cold calling.” Here is a screenshot of two ads I have showing for the phrase “cold calling” – note that they both include the phrase in both the headline and body:

<input type="checkbox"/>	Cold Calling Is Dead Read the new ebook that explains why cold calling doesn't work! www.nevercoldcall.com	Edit	Active
<input type="checkbox"/>	Free Cold Calling E-Book Read the new ebook that explains why cold calling doesn't work! www.nevercoldcall.com	Edit	Active

Failing to do so will result in much lower ad positions, forcing you to bid higher and therefore spend a lot more money to get the same position you could get cheaper by showing ads that are strictly relevant.

(By the way, I'm going to show you this screenshot again later in the book. I'll do so because that second ad, with the headline “Free Cold Calling E-Book,” really destroyed my quality score thanks to Google's latest rules. That ad showed up in position #3, for more money, than the other ad which was always at #1. Something to think about....)

News Flash – IMPORTANT

You're hearing me talk a lot about ad position and cost. Those two things are really the reason why we put so much effort into maximizing AdWords campaign performance. Here's the reason why – keep this in mind at all times while reading this book and while working on your own campaigns:

The main purpose of optimizing our AdWords campaigns is:

To Obtain
HIGHEST POSSIBLE AD POSITION
At
THE LOWEST POSSIBLE COST

That's what it's all about!!

Types of keywords

In consideration of relevancy, now is a good time to review the types of search phrases that can be included in AdWords campaigns. They are, using my #1 keyword “cold calling” as the example:

- Broad Match: cold calling

This type of match is entered by typing in the keyword with no quotation marks or brackets. This type of match will include *all* search phrases that include the words “cold” and “calling” in any order; for example, the search phrase:

calling all cold Eskimos in Alaska

will trigger the broad match for cold calling in my campaign and show my ads which are obviously targeted toward salespeople. As you can see, broad match isn't always the best solution and can attract the wrong traffic (although I urge you to test all keyword variations in your campaigns before eliminating anything).

- Phrase Match: “cold calling”

By entering the keyword into the AdWords system in quotation marks, a phrase match is set up. This means the user's search phrase must contain the words cold calling, **in that order**, in order to trigger my ad. For example:

calling all cold Eskimos in Alaska would not trigger my ad, but *cold calling for Eskimos in Alaska* would.

Obviously, the person typing in the first phrase probably wouldn't be interested in my sales training products, but the person typing in the second phrase probably would be. Therefore, the phrase match option does a much better job of getting highly targeted traffic to your sites (and you can begin to see why AdWords traffic in general is much more targeted than SEO traffic).

- Exact Match: [cold calling]

An exact match is entered into AdWords by typing the keyword in brackets. To trigger an exact match, the person searching on Google must enter the exact phrase you have typed in the brackets. In other words, the only possible search phrase in Google that would trigger my exact match ads would be the words *cold calling* alone.

- Negative Match: -cold calling

A negative keyword match excludes a particular keyword or search phrase from that particular ad group. It is entered by including a dash in front of the keyword. In this example, any search phrase containing “cold calling” would be excluded from triggering one of my ads.

In my own campaigns, two words I use as negative keywords are “car” and “free,” which are entered as follows in my campaigns:

-car
-free

I do this because car salespeople who visit my sites do not convert, and I don’t want people who are only interested in free information visiting my site either, at least not in the PPC world where each site visit is costing me money out of my pocket.

I strongly advise you to use all of the first three keyword variations, that is, **broad match**, **phrase match**, and **exact match** in your campaigns. The best way to do this is to have separate campaigns and/or ad groups for each type. For example, if you generate a list of keywords you’d like to test in AdWords, create three separate ad groups. In the first ad group, enter all of your keywords as broad match. Enter all of the keywords as phrase match into the second ad group, and all of them as exact match into the third. This will make it much easier for you to track, test, and measure the performance of all three variations on each keyword very cleanly and easily.

Using ALL THREE variations, for EACH AND EVERY keyword and search phrase, is what I do to test and measure for optimum results in my campaigns.

You need to do this too to be successful with AdWords!

A Brief Word on Testing

There is one reality of using AdWords that you'd better get used to now, and that's the reality of testing. Thorough, nonstop, endless tracking, testing, and measuring – and making changes and corrections as you track your results – is an absolute necessity when using AdWords.

Why is testing so vitally important? Because we're in business to make a profit, and if you don't track what you're doing in AdWords, you're not going to make profit on it. You're going to lose money. In fact, the lack of extensive tracking and testing is easily the main reason why people fail with AdWords.

I've come up with a little catchphrase that I always remind myself of:

“In AdWords, it's test test test, or go broke broke broke!”

Remember this too, and remind yourself of it constantly. The bright side is that AdWords makes tracking and measuring easy with its built-in tools. In fact, I use the free built-in Conversion Tracking feature (it's one of the main tabs at the top of your view in the AdWords user interface) exclusively. It works better than any third-party solution I've tried, you can get very detailed reports in Excel format, or simple stats right in your campaign view, and there is no need to use long or ugly tracking URLs with it – it automatically tracks everything for you. Which means you don't have to set anything up, other than activating it in your account and adding the necessary code snippets to your order confirmation page and opt-in confirmation page (if you track opt-in conversion like I do) on your site!

Click Through Rate (CTR)

The Biggest Challenge for New AdWords Advertisers

(And how to get around that challenge!!)

CTR is very, VERY important to the AdWords engine in terms of ad placement, and more – perhaps most – importantly, *your cost*. A keyword with a high CTR will enjoy a higher ad position, at a lower cost per click (CPC). A keyword with a low CTR, on the other hand, will suffer from a much lower ad position and, to make matters worse, will get slapped with a much higher CPC.

Talk about the worst of both worlds!


Google does this, quite simply, because CTR is a basic measurement of how much traffic your site is getting, or, more specifically, how many clicks your ads get relative to how often they are shown. Google makes money when your ads get clicked on, so if the ads aren't getting enough clicks to make Google happy, Google jacks your costs up in order to make up for the lost revenue due to low clicks.

Here's why CTR is a particularly tough challenge for new advertisers:

CTR is historical. In other words, Google begins to record your CTR from the very first time you begin using AdWords, so the CTR on each individual keyword, ad group, and campaign is historical from day one.

Of course the problem is that on day one, your CTR is at zero. That's nada ... 0%. It's a problem because all of your competitors for any given keyword already have historical CTR data, so you start off at the bottom of the barrel. This means your ads will get low positions, which means people will not see them very often, which means nobody will be clicking on them, which means your CTR will stay at or near zero. Talk about a catch-22.

Not fun.

But ... like most challenges in Internet Marketing, there is a fairly simple solution to get around this challenge 

Keyword Macros (My single most favorite AdWords feature!)

Keyword macros are a very powerful feature of AdWords that most new advertisers are unaware of, partly because Google does a rather inadequate job of letting you know about features and shortcuts in the AdWords system, and also because of a general lack of up-to-date, as well as forward-thinking, information available on how to “beat” the AdWords game.

Keyword macros, quite simply, allow you to create dynamic ad copy that displays the user’s exact search phrase as the ad headline!

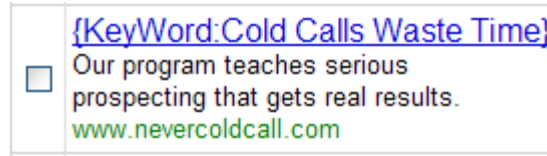
(Of course, there is a downside to this – if a user misspells a word, it’s going to show up misspelled in your ad headline, just as the user typed it. However, there is another shortcut to avoid this problem, which is actually a separate technique I’ll explain later that will get you tons of very cheap targeted traffic that most AdWords users are missing out on.)

The format for entering a keyword macro into your ad’s headline is this:

```
{keyword:alternate headline}
```

This will display the user’s search phrase exactly as it was typed. The words alternate headline are to be replaced with your regular ad headline. The reason for this is because headlines in AdWords are limited to 25 characters. If a user types in a search phrase that is longer than 25 characters and will not fit in the headline space, AdWords will automatically display your alternate headline instead.

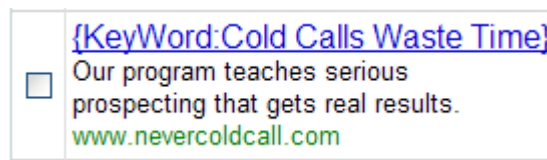
Here is a screenshot of what a keyword macro actually looks like when entered into an ad in my account:



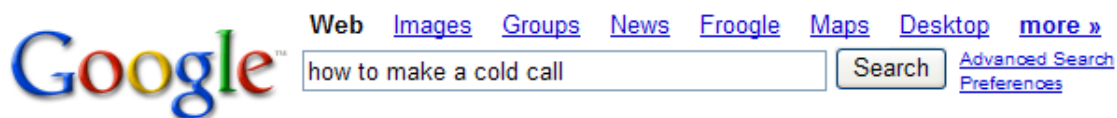
Notice that, in the example ad shown above, the letters K and W in keyword are capitalized. What this does is show the user's exact search phrase, but with the first letter of every single word capitalized. **This is what I recommend.** Why? Simply because your ad is going to stand out a whole lot more with every word capitalized. It looks more like a real headline.

Example screenshots of the keyword macro feature, as seen by a Google user:

Ad using keyword macros, as shown in my AdWords account:



I search for "how to make a cold call" in all lowercase in Google:



Here is my ad, as shown in search results:

[How To Make A Cold Call](#)
Read the new e-book that explains
why **cold** calling doesn't work!
www.nevercoldcall.com

This example also illustrates another powerful advantage of using the keyword macro feature. Whenever a search takes place on Google,

the AdWords search results will automatically display ad headlines in bold that are relevant to the search phrase. In other words, let's say I'm using the keyword "cold calling for insurance" as an example. One of my ads uses the headline "Insurance Selling Tips" and "cold calling for insurance" is a search phrase in my account, that triggers that ad headline.

If I search for "cold calling for insurance" in Google, the ad headline displays like this:

[Insurance Selling Tips](#)

But if I have the keyword macro enabled, this will display:

[Cold Calling For Insurance](#)

Notice that the first one is not in bold, and the second one is. This is because, with keyword macros, the user's search phrase is 100% relevant to itself, and therefore every word is in bold. However, because none of the words in the first example's static headline were relevant to the search phrase, none of the words are shown in bold.

Having your headlines displayed in bold makes a big difference – they stand out and are a LOT more visible to users! This results in more clicks and a higher CTR.

Which, by the way, brings us to the entire point of using keyword macros as a shortcut for new users. One thing you will find (it's common sense, really) is that the more relevant the ad headline is to the user's search phrase, the higher the CTR.

*Keyword Macros get **dramatically** higher CTRs than static ad headlines!*

Keyword macros are a VERY fast and easy way to attain high CTRs quickly, simply because users click on ads that have relevant headlines much more frequently than they click on non-relevant headlines. Since your ad headlines are 100% relevant 100% of the time with keyword macros, you build high CTRs almost instantly! Meaning you start to blow your competition out of the water, right

from the very start!! The best part is that, since CTRs are historical, your CTR will remain above average even after you begin using regular static headlines in some of your campaigns and ad groups (there is good reason to do this, which I'll get to in a minute).

WARNINGS:

1. You must be careful, when using keyword macros (and hopefully you will be using them at the start to build high historical CTRs), that the landing page the user is sent to is relevant. Here's an example:

Let's say I have a keyword macro enabled in an ad group, for the keyword "cold calling" on a broad match. Going back to an earlier example, someone types in:

calling all cold Eskimos in Alaska

Of course, my ad is going to be displayed with the headline:

[Calling All Cold Eskimos In Alaska](#)

Guess what? The user is going to click on that ad, because it's 100% relevant to his search phrase, and he is going to land on nevercoldcall.com where he will see a Thank-You page for my free sales e-book. That page is now 0% relevant to his search phrase!! (Which means I have just wasted money paying for a clickthrough from someone who will never buy my product in a million years.)

This is why you want to be careful when initially using keyword macros and make sure the user is going to see a relevant landing page. Using lots of different landing pages or even different sites is one major reason for using lots of different ad groups in your account.

2. In many of my campaigns and ad groups, keyword macro ads convert poorly, no matter what. You must test to find out what works for you. Like everything in AdWords, you must test and measure and make appropriate changes. In my own account,

2/3 of my ads use keyword macros, and the other 1/3 use regular old-fashioned static headlines. This is simply because my tracking results show that those 1/3 of ads convert poorly using keyword macros, usually because of what I just explained in point #1.

Keyword Macros in the short vs. long term

Remember, a great use for keyword macros, regardless of conversion rate, is to use them temporarily – and exclusively – to drive up your CTR rate across all of your campaigns. *All new advertisers should do this.*

Even if you experience poor conversion in some ad groups, and you will, and lose some money in the short term, and you will, increased CTRs via keyword macros will help you immensely in the long run. Getting high historical CTRs in your campaigns and ad groups up front will get you higher ad positions for lower costs. Then, once you have those higher positions at lower cost, you can really get to work on optimizing your account for best results.

Remember, CTRs are historical, so getting them high right now will keep your average CTR high for the long term.

“Lose a little money now to make a lot more later.”

A word on your short term costs

I really believe that, in order to have supreme success with AdWords, you must be willing to lose a little bit of money up front to begin testing and to bring your CTRs up to a very high level.

REMEMBER:

A SUCCESSFUL ADWORDS CAMPAIGN REQUIRES EXTENSIVE TESTING, EXPERIMENTATION, AND MEASURING. YOU MUST BE READY AND WILLING TO LOSE SOME MONEY IN THE SHORT TERM IN ORDER TO MAXIMIZE YOUR LONG TERM SUCCESS.

ALWAYS TEST AND MEASURE!

...FOR ONLY THEN CAN YOU IMPROVE.

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"When it comes to AdWords, there are a handful of people I call 'experts.' Frank is one of them. Not because he dabbles, but because he has built a Million Dollar empire by becoming an expert on everything there is to know about driving traffic with Google AdWords. I liked Frank's stuff so much that he was my Top Choice for speaker-expert for my Internet Marketing Seminar. He was one of our highest rated experts and it was no surprise to me. What he's done with AdWords is something so many people have tried and failed, but when he explains it step-by-step it seems so easy. He has created an AdWords strategy that can be used by anyone to sell anything online. Outstanding information at a great price!"

- Mike Filsaime, President
MikeFilsaime.com

"Frank Rumbauskas is a marketing genius. What's he's done with AdWords is something so many people have tried and failed, and when he explains it step-by-step it is so easy to follow and implement. He has created a simple AdWords strategy that can be used by pretty much anyone to sell anything online. A great investment!"

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