

Google Ad words Program: Value Advertising

Google started out with the Ad words programme in 2001 aiming the smaller business and was hit. This was later re launched as the Google Ad words Select Programme, in Feb 2004.

These days Google offers Custom Campaigns also. Google specialists customize the campaign for you after getting the required information from you. They charge \$299 for the campaign and the money is put in back into the initial ad clicks.

Google Ad words Program: How does it work?

The basis of this programme is the Auction Model of Advertising. If you are a small business and you wish to advertise on Google, it is perhaps the easiest setup to create.

The Programme:

This programme is based on keywords. Whenever a particular keyword or a keyword phrase is searched, a link to the website will be displayed if the webmaster has chosen the same keyword or related keyword phrase. In the Google search results; these ads are displayed to the right side of the page.

You as a webmaster have to choose a particular keyword for which your ad will be displayed. The amount you have to pay will depend only on the clicks you receive on your website.

This is the PPC or Pay per Click Model. There is a feature of Programme Discounter that lowers your costs by keeping the price just \$0.01 higher than the competition to maintain the ads position on the page.

This position of your ad is also uniquely determined as Google will multiply the CPC and the CTR (Cost Per Click) and the (Click through Rate). This ensures that the best ads get placed high ,not necessarily the highest paid ads of bigger businesses. This helps the webmasters who have the best ads not the deepest pockets.

Only the ads with 0.05 % CTR can stay, so you need to have good ad copy to ensure that, another leveler with the bigger players. You have a choice amongst 250 + countries and across 14 languages when selecting the country and language there by better targeting. The set up cost is just \$5.

You can advertise and reach lots of customers simply by choosing the right keywords. A word of caution here, you must avoid going for the popular expensive keywords but focus on the right keywords.

You must use variations of keywords also as some American spellings are different then Irish and British versions. Try using both singular as well as plural version of your keyword.

Keyword Selection:

Google offers four options for the keyword matching, which are:

Broad: The match is for large category say your keyword is French Translation, your ads will be shown for both French and Translation.

Exact: If you place a square bracket around your keyword then only when your particular keyword is searched, your ad will be shown. Say for French Translation, you must write [French Translation].

Phrase: Include the keyword in quotes so the ads will be shown even if your keyword is present in the searched phrase.

Negative: You can block your ad from being shown if certain words are present in the searched phrase.

Some words are immediate attention grabbers like free, new, and sale. You can try using an action phrase also that will ask the reader to do something. The action phrases are more helpful.

Analysis of the Ad words programme:

A continuous analysis of how any particular ad copy is doing is necessary to generate maximum revenue. You can track how many people after being referred from a source, bought the product at your site. This also will help you evolve your ad copy and advertising.

Some key strategies to make most of Google Ad words:

Use a powerful sales copy. Give people a great reason to click on your site and find what you are selling and for how much are you selling it.

For highly competitive items, you will get clicks even if you are not on first page but for lesser ones try the first page only.

Do not put all keyword with one ad group, create different ad groups for different keywords.

You will just get Active keyword or Inactive keywords. You need to bid high to activate the keywords. This helps in bidding so ensure that you have weighed all the related keywords.

If your site sells some very specific products, use only keywords that are correct matches, like [Perfumes].

In case you are using a keyword phrase, use double quotes.

That way you will see your site in the results when anything connected with the keyword phrase. Say if somebody searched perfumes or vanilla perfumes, both times the site will be listed.

In all, Google Ad word is an extremely interesting and economical marketing tool that you can use for advertising. It requires just smart thinking and good analysis.

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