

For your Business Solutions

Part-I: Introduction

1. Google AdWords – An Overview

Google AdWords is a pay-per-click solution offered by Google. Pay per click type of advertising can help transform your web site from no traffic to web site with high traffic. This can bring in huge profits.

Google AdWords offers easy solutions and techniques to get the maximum traffic to your web site very quickly.

Pay per click advertising requires you to form a small advertisement covering barely two to three lines. This carries a headline citing your keyword. Clicking on this headline provides link to your web site.

Ideally, Google.com offers organic results and paid links for every search on the web site. Paid links normally appear on the right hand side while organic results are on the left.

Every time anybody clicks on your paid advertisements at Google site, you pay a fee to Google. Fees can be anything from .10 cents to many dollars depending on the demand and popularity of your keyword. You should target quality clicks at your web site to increase sales and pay your advertisement costs too.

Google offers a certain AdRank to monitor the Google AdWords at the web site. The three main governing factors are keywords or phrases, bid price, and the quality score. Aim to project your advertisement on the first few pages, as people normally do not scout beyond these while on their search.

Such projection requires a targeted keyword. The keyword should bear a direct link to your product. Put your keyword within quotes if you want the searched keywords to appear in that order. There are only ten available slots for sponsored links at the first page of Google web site. Therefore, make use of the Google AdWords Keyword Finder to find the best and most appropriate keyword for your product.

Locate the going rate for your chosen keyword and the projected bid amount too. Choose your bid position according to the cost savings accruing to you. Relevance of the particular keyword and its performance in the past determine the quality score of the keyword.

Overall, all these factors determine your advertisement costs and how much you gain through such advertisements in the form of increased sales.

2. The Success of Google AdWords

Google AdWords has been very successful. Click through ads was not so popular previously. However, with the advent of Google AdWords click through rates have increased by around two percent. Resultant conversion rates have also increased by around 15% in the United Kingdom market.

Google AdWords helps project your advertisements with targeted keywords. Although this has lowered the number of searches, yet it has been able to generate high click through rates.

No doubt, Google ranks as the most popular and largest search engine on the Internet. It has around eight billion web pages and functions in more than a hundred different languages. You can use the many different tools available on Google to expedite your search. Google

projects a clean interface with many different image databases. Google is into partnerships with many different web sites. Therefore, your advertisements have a chance to appear on many different sites. You can choose the necessary sites for display of your advertisements. Google helps in setting up your account, offers many interesting tutorials, and answers your queries within seconds. Google offers another great incentive. If you have a high click through rate in your ads, you pay less for the higher ranks. You can test the different texts of your advertisements and receive more clicks at low costs. If your advertisements do not perform well, even bidding at high levels cannot prove beneficial.

Part-II: Understanding Google AdWords

3. What are Google AdWords?

Google offers an advertisement service on its web site and partner sites too. This text-based advertising service is Google AdWords. This requires you to form your own advertisements through targeted keywords. These keywords should relate directly to your product. You incur advertisement costs only if people click at your advertisement. You do not have to pay anything to Google for displaying your advertisement.

Google displays Google AdWords alongside the free search results on its web site for any particular keyword. Therefore, your AdWords could be for the entire range of your products or for any specific product too.

Most Internet marketers consider Google AdWords to be a form of direct marketing. This is because you are able to deliver your message across to individual potential customers. Besides, this form of advertisement is very cost-effective.

You can advertise for as little as \$1.50 for a month. You incur an initial cost of \$5 as signing up charges at AdWords. Thereafter, you can keep your budget to even as low as five cents each day.

Google does not offer any set price for advertising through AdWords. You have to bid on your keywords. The highest bidder gets the topmost position on the sponsored links section of Google web site. However, Google places maximum importance on the effective advertisements. Therefore, highest bidder may not always find the topmost place.

4. How Google AdWords Works

Google AdWords is an enhancement of its Pay per Click advertising system. Google AdWords helps you reach targeted audience to market your products. If you want to advertise on Google, you have to first draft the particular advertisement according to Google specifications. The headline should ideally be the targeted keyword or phrase but do not use any superlatives. You can follow it up with a two-line brief description, your URL, and then that of your page.

You pay an activation fee of \$5. The minimum cost for a click on the keyword starts from five cents. This also depends on the popularity of the keyword and your ranking on Google. Google sets different costs for different ad groups.

If the cost per click you specify for your ad is higher than the cost of the group, you pay only the actual cost applicable. You do not have to

pay the higher cost. Google offers simple tools like Traffic Estimator to help you determine the cost of any particular keyword. The cost of your advertisement also depends on the click through rate. If your advertisement is more effective than another advertisement, Google gives a higher ranking to your advertisement with increase in your targeted cost. However, you pay only what you originally chose as the cost of your advertisement. Google gives you a daily report of the number of times your advertisement was on its web site.

5. Why Google AdWords?

Google AdWords helps you reach a wide section of people. Google is accessible by more than eighty percent of regular Internet users. You can get the best exposure for your ads at Google's search page. There are around 2.73 million users on any particular day with around 81.9 million unique users in a month.

Additionally, advertising on Google helps you connect to several other search engines like Netscape, AOL, Earth Link, About.com, Lowestfare.com, FoxSports.com, Shopping.com, and many more. Google also processes a set of content specific AdWords for display on AdSense, an affiliate program of Google. You also benefit from Google e-mail service of Gmail. Your advertisements also appear on the messages on Gmail, which is an additional exposure for your products. Your advertisement should be very impressive and compelling for people to click at it. This helps you optimize your listings and rank higher than other products. Google offers excellent tools for choosing the best keyword for your product like WordTracker. This tool helps analyze your chosen keyword to include all relevant information of your product.

Google AdWords supports many different programming languages and environment like Perl, Java, PHP, .NET, and others. Signing up at Google does not include any long and laborious processes. Creating and activating a My Client Center account will enable you to go ahead with writing of your advertisements soon.

6. What is Pay Per Click?

Pay per click advertising is a type of advertising on the different search engines. This helps you search and locate the correct keywords for your product. You can also choose the charges you would pay for every click on your advertisement. Obviously, the higher you are able to pay for each click, the higher your site appears on the search results of keywords. Pay per click is the same as cost per click.

There are many different search engines on the Internet allowing such pay per click advertising. The largest in the pay per click industry are Google and Yahoo! Although Google is not a pay per click search engine, it does allow for such pay per click advertising in the boxes adjacent to the search results for any keyword. Additionally, it provides such pay per click advertisements to its affiliate sites and other content sites too.

While opting for pay per click advertising, you have to start with little investment. This will help you gauge performance of your search engine. You can analyze the targeted traffic at your web site and consider the conversion rates of this traffic into paying customers. Before choosing any particular search engine for pay per click advertising, you have to collect details of the search engine.

Essentially, check if the search engine has a perfect mechanism to check fraudulent clicks.

7. Differences between Google AdWords and Yahoo Overture

Yahoo Overture and Google AdWords offer pay per click advertising. Yahoo operates through Yahoo Search Marketing. However, there exists major differences in their working and resultant performances.

Bidding: Yahoo gives all details of your advertisement costs, your rankings, and payments. Yahoo's maximum bid is at \$999.99 and lowest at \$0.10. Google does not disclose details of your bid or that of the competitors. You do not know how much you have to pay per click. The maximum bid is \$100 and minimum is \$0.05.

However, Google places you at a higher position if your click rate is higher than your competitor is, even though your bid is lower.

Languages: Google helps you choose your country and language through a drop down box. The language is according to the visitor's computer. Yahoo does not offer any such thing. You have to register for every country and language, which makes things difficult. You have to resubmit all information at every new site, which is too cumbersome.

Reports: Google mails you customized reports regularly. With Yahoo, you have to select the report you want.

Yahoo presents a low cost rate than Google but conversion rate is higher in Google. Ideally, the conversion rate of your clicks is more important for deciding your total sales and profits.

Therefore, Google helps you get more targeted traffic at your web site.

8. Google AdWords vs. Traditional Advertising

The Internet has opened many new opportunities for advertising. The traditional method of advertising in radio, television, magazines, and newspapers is taking a back seat. Only few could afford such advertisements for their products and services. Otherwise, you had to scout for some other means of advertising your product and reaching a wider clientele.

Google AdWords offer content-based advertising. Such advertising delivers to targeted audience and proves very beneficial to you.

Traditional advertising methods do not offer any targeted advertising. Google AdWords offers you detailed analysis of how many visitors came to your site at any particular time, the number of hits at your advertisement, and how many of these hits convert into sales. It is almost impossible to calculate the number of viewers viewing your advertisements through newspapers, television, or other traditional forms of advertising.

Google AdWords is affordable by most, as you only have to pay \$5 for activating your account. Thereafter, charges for your advertisements are on performance basis. You pay only if visitors click on your advertisements. Besides, bidding costs for your advertisements are as low as a nickel. However, a small advertisement on the yellow-page costs nothing less than many hundreds of dollars.

Google AdWords has a greater range as the Internet can reach many millions of people across the globe. People from any corner of the world can view your advertisement. Traditional advertising techniques

restrict viewership, as books, magazines, television, and radio cater according to regional and other geographical boundaries.

You can also determine the maximum amount of money you want to spend on advertising each day. Google AdWords has a discounter feature to monitor the highest bids and therefore, you do not have to overspend for making your advertisements appear at the top of the listings. Higher conversion rates at Google AdWords further lowers your expenses on advertisements.

Google AdWords offers extensive flexibility and you can make any number of changes in your advertisements at any time you feel like. Although Google AdWords does score over traditional advertising, still you can opt for traditional advertising methods in select areas.



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