PERRY MARSHALL & BRYAN TODD'S GOOGLE ADWORDS™ CHEAT SHEET

Your Basic Setup

1. Choose Your Language
2. Choose Your Location
   - Global/Nationwide
   - Regions & Cities
   - Customized
3. Write Your Ad Copy
   - First Line: 25 chars.
   - 2nd, 3rd & Display URL: 35 chars.
   - Destination URL: <1024 chars.
4. Enter Your Keywords
5. Set Your Max CPC
6. Set Your Daily Budget
7. Review Everything
8. Complete Sign Up
   - Enter Your E-mail & Password
   - Confirm by E-mail
   - Enter Your Billing Info

Your ads will start running right away.

Google's Ad Copy Ground Rules

- Concise
- Relevant, accurate text
- Targets specific keywords
- Accurate display URL
- Working destination URL
- Proper grammar
- Capitalize only the first letter of any word
- Affiliates: Only one advertiser per website
- Trademark compliant
- Support competitive claims on landing page
- No repeated symbols/punctuation
- No double-serving from multiple accounts
- No superlatives
- No inappropriate language
- No direct calls to action
- No pop-up windows on landing page

Making it Work

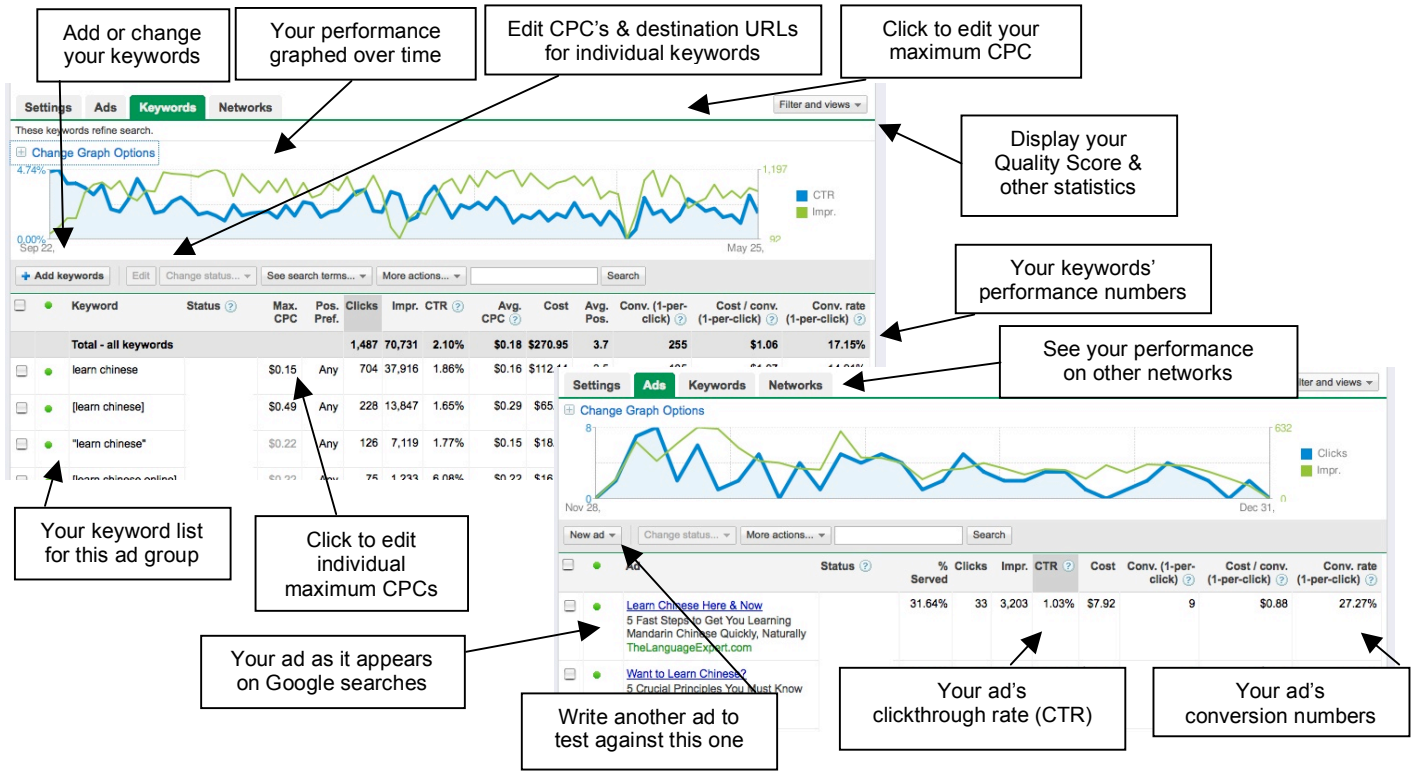
Pay Google's **minimum 1st page bid** or your ads will end up on pages 2/3/4+
Improve your **Quality Score** (QS) with a more relevant ad, landing page & website
Your **position** = Your Bid Price x Your QS
Write ads that **closely match** the keywords you're bidding on
Use **negative keywords** to filter out searches you don't want
Do **"Peel & Stick":** Pull out underperforming keywords & put them in a new ad group with a better-targeted ad
Choose where your ads show:
- **Google** Only
- **Search Partner** Sites:
  - AOL – EarthLink – Ask.com
- **Content-Targeted** Sites = AdSense:
  - New York Times – Business.com

Set up **conversion tracking** to track sales & opt-ins back to individual keywords/ads

What Do All These Terms Mean?

Ad Group: Has one or more ads, and targets one set of keywords
Average Position: The average position on a page that your ad will normally get seen at
Broad Match: A keyword or phrase in your list without any quotes or brackets. Triggers your ad when people's searches include that keyword
Phrase Match: A keyword or phrase in your list with quotes " ". Triggers your ad when people's searches include that phrase in that order
Exact match: A keyword or phrase in your list with brackets [ ]. Triggers your ad only when people type in that exact word or phrase by itself
Campaign: Has one or more ad groups, and lets you set budget, language, country, dates & syndication for all of them
Click-through rate (CTR): The number of clicks your ad or keyword gets, divided by the number of impressions
Conversion: When a Google user buys something or requests more information on your site. Google lets you track this
Conversion Rate: Your number of conversions, divided by the number of clicks
Cost Per Conversion: For any campaign, ad group or keyword, the amount you spend on Google clicks, divided by your number of conversions
Cost-Per-Action: The amount you pay to get a conversion, opt-in or sale
Cost-Per-Click: The amount you pay each time a person clicks on your ad. May vary over time
Max CPC: You set the maximum cost-per-click you're willing to pay
Average CPC: The overall average amount you pay each time a person clicks on your ad
Daily budget: You set the maximum dollar amount you're willing to pay for any one day
Destination URL: The actual URL people will go to / go through when they click on your ad. Can be a tracking link
Display URL: The URL people will see in your ad – has to be the same domain as your landing page
Disapproved: Your ad content doesn't meet Google's Editorial Guidelines
Keyword: A search term (word or phrase) people use to find your product or service.
Keyword Status
- **Active:** Your ads are showing normally
- **Ads show rarely:** Your quality score is low & you're being seen little.
- **Bid is below first page:** You must bid Google's minimum required bid or higher for this keyword to get it to consistently show on the first page

Impressions: The number of times your ad gets shown on Google or its network partners
Negative Keyword: Put a minus (-) sign in front of a keyword in your list, and your ad won't show when people include that term in their search
Quality Score (QS): Google's 1-10 assessment of how relevant your ad, landing page & website are to each keyword. A higher QS gets you a lower minimum bid.



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