

How To **Avoid** The **10 Biggest** Google **Adwords** Mistakes.



And Boost Your PPC Success.

How To Avoid The 10 Biggest Google Adwords Mistakes.

Hi and well done on taking the time to finding strategies to boost your Google AdWords success.

I'm Anthony Buchalka from www.ppcfuel.com and I'm happy to be able to provide you with this detailed 22 page report that looks at the 10 biggest mistakes made by those who use Google AdWords as part of their business model.

Many of these mistakes cause dwindling profits and poorly performing campaigns for many online marketers, and absolute carnage for many others under the various 'Google slaps' that have occurred and continue to occur.

Using the highly competitive Google AdWords pay per click (PPC) search engine, it's more important than ever to ensure that your PPC campaigns are optimized to their 'utmost' potential.

All of us want to achieve maximum return on investment (ROI) for the keywords or phrases that are most relevant to our niches, and are most likely to provide our sites with targeted traffic that converts.

With AdWord's cost-per-click (CPC) prices and competition increasing, it's more essential than ever, that you avoid these common serious mistakes that will undoubtedly result in poorly performing PPC campaigns and could mean the difference between your business success and failure.

By following the tips in this report, you can expect greater success with your Google AdWords campaigns and begin to build some protection against Google's regular slap.

To your AdWords PPC success,

A handwritten signature in blue ink that reads "A. Buchalka".

The 10 Biggest Mistakes Made Using Google Adwords.

1. Failing to identify a 'clear goal' for each & every google adwords campaign.
2. Failure to properly carry out the necessary research into your niche beforehand.
3. Creating a Long List of Poorly Targeted Keywords.
4. A lack of the 'right keywords' used the 'right way' in your ad text.
5. Using Broad, Phrase and Exact Match Keywords The Wrong Way.
6. Creating Ad Groups With Too Many Keywords
7. Poor Quality & Poorly Targeted Ad Landing Pages.
8. Failing to 'correctly' split test your Google ads.
9. Failing to properly track & utilize your adwords results.
10. Incorrectly differentiating your campaigns for both 'content' network campaigns and 'search' network campaigns.

This report will explain each of these mistakes in detail, and provide clear strategies to help ensure you do not make these same mistakes with your Google AdWords campaigns.

It doesn't matter if you are a newbie or an experienced AdWords veteran, you will definitely find some of these tips extremely valuable 'if you follow the advice' given and apply it to your niche and situation.

AdWords Big Mistake no 1.

Failing to Identify a Goal For Each & Every Google AdWords Campaign.

It's easy to start a new AdWords campaign before you have actually mapped out a plan of what you hope to achieve for that campaign isn't it?

Let's face it, we have all done it.

For example, your campaign may be designed to sell your or an affiliate's product or service, gather names and email addresses, or generate adsense revenue or cost per action (CPA) offers etc.

Each requires a different approach if you are to maximize your return on investment (ROI).

As soon as possible, it's strongly suggested you calculate the value of each visitor to your site.

Your goal in business is to achieve a good 'value per visitor', or high visitor value.

How do you calculate visitor value? Simple:

(bear in mind, math was never my strong point..and still isn't).

Step 1. Figure out your visitor-to-sale "conversion" rate:

First, you need to find out the number of visitors you need to close one sale. To do this you divide the number of unique visitors to your web site by your total number of sales.

So, for example, if you make one sale from every 200 unique visitors to your site, your conversion rate will be 1 in 200, or 0.5%.

So we have a conversion rate of 0.5%.

OK.. I know, not rocket science.

Step 2. Determine your net profit on each sale:

This is the amount you get to keep after all expenses are covered.

First, calculate your gross revenue. If you had 25 sales at \$20 each during the month of May, your gross revenue for the month is \$500 (25 x \$20).

Then deduct your expenses.

Let's say it cost \$240 to produce those 25 sales.

\$500 gross revenue - \$240 expenses / 25 sales

= \$10.40 net profit per sale

Step 3. Calculate your "value per visitor".

Stay with me on this, if it all seems to hard, I promise it will all make sense in a minute.

This time, you need to divide your net profit per sale by the number of visitors you need to get one sale:

\$10.40 net profit per sale / 100 visitors = \$0.104 per visitor

That means each visitor to your web site is worth 10 cents. This is the maximum amount you can afford to pay to attract one visitor to your web site — and should be your **maximum bid for PPC advertising**.

Of course, when we factor in upsells, and backend sales, we may be prepared to 'lose' to get customers or prospects to our lists, but that will depend on your overall campaign goals.

Why the heck go to all this trouble with all these numbers?

Well, interestingly, this is *where the money is made and lost* in AdWords.

Unless, you know the value of every visitor or action for a particular campaign, you won't know the maximum bid cost, and can easily start losing money unless you are extremely careful.

AdWords Big Mistake Number 2.

Failure to Carry Out Detailed Research Into Your Niche Beforehand.

Let's say you have gone to all the trouble of building your AdWords campaign, you have built a website and several pages of content, you have set up a series of autoresponders with aweber, you have your clickbank or Paypal payment system set up, you have produced a product and some bonuses and probably spent many hours writing your sales copy, not to mention some dollars advertising in AdWords.....

BUT.....only to find out nobody is really that interested in buying your ebook or other product about widgets and it's not selling.

Unfortunately, this is still a very common problem among many people selling on the internet.

Here's one suggested process to help you identify a niche:

Step 1. Find a niche product or service you are passionate about

This will greatly improve your chances of being successful in the beginning. Why?

Because it's generally the easiest and most practical way you're going to be able to devote the kind of time and effort required to create a meaningful web site, build up the right traffic, generate worthwhile income, and enjoy what you're doing. At least in the beginning.

Step 2. Choose a niche product you are knowledgeable about

Reflect on what skills, products or hobbies you know the most about already.

If you don't have the knowledge yet, then choose a niche product that you would love to promote, then spend the necessary time to research it, so you can eventually become seen as an expert in your marketing niche.

Step 3. Define your niche market

Do the necessary research to see if there is a 'market' for your niche product. To create a profitable business for your niche product, you need to ask yourself these question:

Is there sufficient demand for my product or service?

If you choose a field that is too broad it may be hard to stand out from the competition. Visit google and see the competing AdWords Ads plus the Google's organic search results for your keywords.

If you see a number of AdWords ads advertising products in the niche you are researching, don't let this necessarily scare you off. Rather use this information to confirm there is a market in the niche.

You can find some great niche ideas by visiting sites such as www.amazon.com

and www.ebay.com and simply looking to see what are the popular sellers are. Niche it down as much as you can. Dig deep.

Once you feel you have found a reasonable niche you need to do some further basic research before you go out and start building your niche website.

The research involves analyzing the supply and demand for the chosen niche/theme. As mentioned above, you want to look for competition which will help confirm the niche is viable. Don't be fooled into thinking that no competition mean big profits for you. In nearly every instance, no competition means the niche is not viable.

If you want visitors you need to match what you offer to what they want. The key to this is in basing your website and web pages around carefully chosen Keywords. The right keywords are crucial to the success of your AdWords campaign. For more information about keywords see Big Mistake No 3.

Demand and supply keyword research is simply a matter of looking to see if people are searching for and then looking at how many websites cater for that demand.

There are a number of excellent tools available for researching keyword demand for your niche.

Proper keyword research is absolutely vital and its incredible how many Google AdWords users are willing to spend their hard earned money before researching which keywords to bid on.

I use both www.wordtracker.com and www.keywordelite.com and have no affiliate connection with either.

Wordtracker runs through your browser window on your server while Keyword Elite is a locally installed application.

I have video camtasia's to show you how to best use these tools.

I also use and recommend the free powerful free SEO Book keyword suggestion tool. Again, I have no affiliate connection with this tool.

<http://tools.seobook.com/keyword-tools/seobook/index.php>

Some of the features of SEO Book Keyword Suggestion Tool

- offers rough suggested monthly search volumes by market for Google, Yahoo!, and MSN (Microsoft Adcenter).
- Links the search volumes to the related global search results.
- Provides links to price estimate tools from Google AdWords. That Google AdWords tool shows the necessary bid to rank #1 for 85% of queries, and roughly how much traffic you could expect AdWords to send you based on that bid price and ad position.
- Links to Google Trends, Google Suggest, Google Synonyms, Yahoo! Suggest, and Keyword Discovery keyword research results.
- Links to various vertical databases like Topix.net, Google Blogsearch, and Del.icio.us to let you know if people are talking about your topic and what types of resources they are referencing.
- Is driven off the Wordtracker keyword suggestion tool. If you sign up for a Wordtracker account (recommended) they offer many additional keyword research features and tools that are lacking in our basic keyword tool.

AdWords Big Mistake Number 3.

Creating a Long List of Poorly Targeted Keywords

When you first set out to create your AdWords campaign, it's important not to go keyword crazy. You must resist the temptation to create long lists of irrelevant, generic keywords.

In the past, it was often suggested to have only several AdGroups with hundreds of keywords in each AdGroup.

This can lead to poorly performing keywords and a low quality score due to ads that do not tightly target the individual keywords,.

It's important to identify your specific niche, and to market directly to users who want the products and services that you offer. Don't trick yourself into thinking that broader is better. With AdWords, that's just not true and will end up quickly emptying your pockets of your hard earned cash!

For example, if you ran a campaign for a Panasonic flat screen television, it wouldn't be in your best interests to target the keyword "television". The cost per click (CPC) for such a generic keyword would be incredibly high when compared to a more descriptive and relevant keyword, such as "Panasonic TX-26LXD70A."

Generally, begin with a campaign of a 100 keywords or less, and unless you know the niche very well, use only phrase and exact match keywords to begin with as these will bring much more targeted traffic.

Can broad match keywords convert? Absolutely, I have many that sell like hot cakes, but it's more risky if you are starting off with broad as your visitors may not always be that well targeted.

Exact match is the most targeted, followed by phrase. These are generally the safest to begin with and as you get some stats back you can decide which keyword re worth trying on broad match.

See above for suggested keyword tools.

AdWords Big Mistake Number 4.

A lack of the right Keywords used the right way in your Ad Text

When you're creating descriptive ad copy, it's imperative that you manage to inject your keywords in to your title and description while maintaining a delicate balance between enticement and relevance.

Your ad copy should be written in such a way that as visitors read it, they are excited and understand exactly what they can expect when they click on your ad.

Write 'stand out' ads that show the 'benefits' to the person reading them, and always run a minimum of 2 ads per Ad Group to test them.

If you then delete the ad with the lower CTR and replace it with a new "test" ad, you will allow you to continually improve your CTR, your quality score and thus reduce click costs.

Here are some of 'powerful' words for you to try and use in your ads that will encourage people to start clicking on your ads.

Absolutely	Famous	Personalized	Superior
Amazing	Fascinating	Popular	Surefire
All In One	Finally	Powerful	Surprise
Announcing	Fortune	Practical	Terrific
At Last	Full	Professional	Tested
Are You	Genuine	Profitable	Tremendous
Bargain	Gift	Proven	The
Better	Gigantic	Quality	Truth About
Colossal	Gold Mine	Quick & Easy	Timeless
Complete	Greatest	Quick Relief	True
Confidential	Guaranteed	Quickly	Try
Colossal	Helpful	Rare	Unbeatable
Complete	Highest	Reduced	Unconditional
Confidential	Huge	Refundable	Unique
Crammed	Immediately	Remarkable	Unlimited
		Revealing	Unparalleled
		Revolutionary	Unsurpassed

Crammed Crazy Dazzling Delivered Direct Delivered Deluxe Direct Discount Discover Do You Easily Endorsed Enormous Excellent Exciting Exclusive Expert	Important Improved Informative Instructive Interesting Iron Clad Jump Start Jam Packed Key Features Largest Latest Lifetime Limited Limited Time Offer Obligation Outstanding	Scarce Secrets Security Selected Sensational Simplified Sizable Special Special Offer Startling Stop Strange Strong Sturdy Success Successful	Unusual Urgent Useful Valuable Wanted Warning Wealth Weird Wonderful You Yes You Get Your
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AdWords Big Mistake Number 5.

Using Broad, Phrase and Exact Match Keywords The Wrong Way

This is another biggie that many a newbie and even some veteran marketers get wrong.

Unless you properly take better advantage of the phrase matching options that AdWords makes available, chances are that you're missing out on potential customers and creating a higher CPC for yourself.

As the name suggests, broad matches are usually less targeted than exact and phrase matches. Broad matching is the default option under which your ads will appear for expanded matches such as plurals or relevant keyword variations.

When you utilize phrase matching, your ad will appear for your chosen search terms in the order that you specify, and sometimes for other terms, too. Exact matching is by far the most targeted option to use (see below), so don't neglect it! Your ad will appear for the exact keyword you specified with exact match.

The negative keyword option is also a great tool as it allows you to specify the keywords for which you don't want the ads to appear.

Here's a quick example of how the AdWords keyword targeting options work:

Broad match - With broad match, the Google AdWords system automatically runs your ads on relevant variations of your keywords, even if these terms aren't in your keyword lists. Keyword variations can include synonyms, singular/plural forms, relevant variants of your keywords, and phrases containing your keywords.

For example, if you're currently running ads on the broad-matched keyword cricket bat, your ads may show for the search queries such as cricket bat and ball, or buy a cricket bat.

One of the primary benefits of broad match is that it helps you attract more traffic to your website but be careful as the traffic is not necessarily very targeted (although it can be).

Be careful in the beginning with broad match.

Phrase Match - If you enter your keyword in quotation marks, as in "cricket bat" your ad would be eligible to appear when a user searches on the phrase 'cricket bat', in this order, and possibly with other terms before or after the phrase. For example, your ad could appear for the query 'buy cricket bat' but not for 'bat for cricket', 'cricket ball and bat', or 'cricket trousers'.

Phrase match is more targeted than broad match, but more flexible than exact match. And I always use it!

Exact Match - If you surround your keywords in brackets - such as [cricket bat] - your ad would be eligible to appear when a user searches for the specific phrase cricket bat, in this order, and without any other terms in the query. For example, your ad wouldn't show for the query 'new cricket bat' or 'cricket bats'.

Exact match is your most targeted option.

Although you won't receive as many impressions with exact match, you'll likely enjoy the most targeted clicks - users searching for your exact keyword typically want precisely what you have to offer them.

I use this all the time as well.

Negative Keywords - If your keyword is cricket bat and you add the negative keyword free, your ad will not appear when a user searches on 'free cricket bat'.

Negative keywords are especially useful if your account contains lots of broad-matched keywords.

It's nearly always a good idea to add any irrelevant keyword variations you see in as a negative keywords.

I suggest you take the time to track and test these different matching techniques, and to tweak your selections to improve your conversions. You will find in some instances, that all the 3 keyword matching options may work for you. Generally it's wise to begin with exact and phrase matched first though.

AdWords Big Mistake Number 6.

Creating Ad Groups With Too Many Keywords

Whilst it's easier and much quicker to grab a huge bundle of keywords, toss them all into a big AdGroup, you will be *throwing money away* with this method.

If you categorize ads that target closely related keywords into a common AdWords ad group, you'll establish a much higher level of control over your entire campaign.

Let's imagine that you own a sporting goods store. You might start by grouping all the ads you'd targeted towards 'cricket bats' into a single ad group. You'd then create another ad-group which would contain ads that targeted 'footballs', another that contained ads for 'basketballs', and so on.

Organizing your ad group structure in this manner gives you the ability to create in-depth reports on each ad-group, and to make real changes that have a significant impact on those ads performance over time.

I would suggest you take this even one step further and break down different brand basketballs for eg into different AdGroups.

The massive advantage of this is that you are then able to write ads that directly talk about the exact basketball, cricket bat, or basketball in question, rather than generic basketballs or cricket bats. The more specific you can be, the better targeted your visitors, and the higher likelihood of achieving the conversion.

You want to try and get into the 'conversation' the visitor is having in their head when they are searching on the internet. Imagine you are looking for the product in question, what would you be thinking and typing into the google search bar. What would you want to see after clicking on the Ad that appealed to you.

Think of it this way, how did you feel after clicking on an ad in the past that looked enticing but took you to a generic website page where you had trouble seeing anything much about the keyword you searched with?

You were disappointed or annoyed right?

So will be your potential customers

Yes, I agree, creating hundreds of AdGroups is time consuming and can drive you a little 'nutty' if you are doing them all yourself. But if you want to be more successful with your Google AdWords campaign, you need to do the hard yards.

You won't be sorry.

AdWords Big Mistake Number 7.

Poor Quality & Poorly Targeted Ad Landing Pages

Few marketers take the time and effort to decide which exact destination URL should be applied to each ad. Instead, they point all ads in a campaign to the site's homepage, then wonder why they're not getting decent conversions.

If you've spent time compiling a list of relevant keywords that describe the unique aspects of your offering, why on earth would you send everyone to your homepage in the hope that they'll navigate through the site to find what they're looking for? Crazy right?

We talked about this a little in the last big AdWords problem.

This may not seem as important for those websites you manage that only have a main sales page, and some legal and contact pages, right?

WRONG!

We now know with Google's 'quality score', the quality of the landing page is an important factor in determining your quality score.

The more you are able to build landing pages that are in sync with your AdGroups and keywords the better and more traffic you can expect to get.

Why not send them straight to the page that contains exactly what was described to them in the ad copy?

Referring back to our earlier example, if, as the sport store owner, you'd created an ad that contained the keyword 'Spalding basket balls', which URL would you send prospects to? Instead of sending them to www.local-sports-store.com, or even www.local-sports-store.com/basketballs.html you'd send them straight to www.local-sports-store.com/basketballs/spalding-basketballs.html, wouldn't you? Me too.

People on the internet are in more and more of a hurry. Using the quickest and most direct route to what they are looking for, will pay off for your business.

So, give them exactly what they want, and fast!

AdWords Big Mistake Number 8.

Failing to 'correctly' split test your google ads.

This folks, is one of the quickest and best ways to quickly increase your CTR and this improve/maintain your quality score.

When you take advantage of the AdWords ad split testing service, you'll ensure that your most popular ads are displayed more often. This means more traffic and we all love more traffic right?

Write 'stand out' ads that show the benefits to the person reading them, and always run a minimum of 2 ads per Ad Group to test them. I have provided a big list of some 'power' words for you on page 11.

If you then delete the ad with the lower CTR and replace it with a new 'test' ad, you will allow you to continually improve your CTR, your quality score and thus reduce click costs.

One of the biggest mistakes we have discovered with some clients, is that they are unsure of how many clicks to allow for an ad before it is changed.

Mathematically, so I am told, you should allow 30 actions (in this case clicks) for any one ad before changing it.

If you were to change the ad based on its performance before 30 clicks, you may be making incorrect changes. So wait for at least 30 clicks, more is OK.

Google AdWords offers you 2 choices regarding how you ad split testing is carried out.

You can either choose to allow AdWords To

- 1) Show your better-performing ads more often, OR
- 2) Rotate: Show ads more evenly

If you have the time, try option 2 first as you get to choose how long the ad test will run before you decide to pause or delete one of the split test ads.

Worst case scenario using option 2 is if you test a new ad that ends up with a lower CTR than your 'control' ad, and you don't get around to checking it for a long period of time, you could be losing substantial traffic.

If running multiple campaigns though, it's reasonable to use option 1 and let Adwords show the better performing ad more often, because you won't have the time to be checking hundred of ads. This way if you don't get around to checking your ads regularly, you know that your better ad is being shown more often.

Bear in mind that when using option 1, Google will sometimes pause an ad after less than 10 clicks in favor of another ad with a higher CTR, which in our experience is not enough clicks for a proper test.

With both options, it's imperative to regularly pause or delete the 'loser ads', and leave the winner (your new control ad now) and write and test a new one against the control.

You can test up to three ads at a time which is generally a good option, if you have the traffic to quickly get you results. If you have flow traffic, ie less than 30 clicks/day, it's wiser to run just 2 ads.

AdWords Big Mistake Number 9.

Failing to Correctly Track & Utilize Your AdWords Results.

This could easily be the key factor in making or breaking your success in pay per click marketing.

I kid you not, in our experience, poor tracking is the no 1 reason we see for most PPC campaigns that fail. John Reese, the marketing Guru, has helped many of us all realize that tracking is key to your online success.

In order to have any idea about your AdWords campaign's performance, you must be able to identify which keywords work and which do not. Google AdWords supplies a vast array of very useful tracking tools. Google has also built into the AdWords interface the free Google Analytics which can provide a great depth of visitor information as well.

Let's look at how the stats in Google AdWords can be used to your advantage.

For example, one campaign we looked at was receiving the following stats for a one month period.

Impressions 1,992,089 | Clicks 14,656 | CTR 0.73% | avg CPC \$0.07 |
Cost \$976.27 | Conv Rate 0.23% | Conversions 33 | cost per conversion \$29.58
= LOSS

The product being sold was for \$27 so as you can see, this campaign was not making any money at all once costs were deducted.

This campaign had 373 keywords in a total of 4 AdGroups.

We spent about 90 minutes tweaking this campaign.

First, we looked back over the Google Adwords stats for preceding 5 months of the campaign and then did the following;

- We paused keywords that did not meet our goals

- We chose the converting keywords and placed them in new AdGroups with better targeted ads and mostly with single or very limited numbers of other keywords.
- We looked at current ad positions and adjusted the bid prices. Some went higher, many went lower.
- Several additional landing pages were utilized.

The following month's stats revealed the following;

Impressions 594,973 | Clicks 6,184 | CTR 1.04 % | avg CPC \$0.06 |

Cost \$371.04 | Conv Rate 0.52% | Conversions 32 | cost per conversion \$11.59

= PROFIT of \$13.43 per each conversion = monthly profit of \$ 427.72

You will see that the overall traffic has decreased but the CTR and conversion rates have increased, resulting in a monthly profit.

I know we are not talking about thousands of dollars of profits here, but this campaign is now making money and should continue to do so month after month.

Imagine 20 sites like this ($20 \times \$427 = \$8,540$ profit per month. Not a bad start!

I cannot stress enough the importance of creating goals for your AdWords campaigns, then comparing your actual performance against these goals so that you can gauge your success, and make the necessary changes.

The goals include what bid prices you are prepared to pay and when you will decide to pause a keyword.

Unless you have a criteria set, you will be tempted to just keep all the keywords running which could be eating away at your profits.

AdWords Big Mistake no 10.

Incorrectly differentiating your campaigns for both 'content' network campaigns and 'search' network campaigns.

As you know, AdWords allows you the ability to set different keyword bids for the content network and for the search network.

If you don't set different bids on the content network for your keywords, you'll be paying more than you should be for each click.

Lower the prices on your content keywords and you'll notice that you can still receive good volumes of targeted traffic (of course this will depend on your niche and choice of keywords).

Better still, run a separate campaign for both the content and search networks for each of your niches. You will find that certain keywords bring some different results in each of these networks. Your results will be much easier to track as well.

Conclusion

The purpose of this report was to share with you the common mistakes many people make that when advertising with Google AdWords.

Mistakes with AdWords can cost money.

The 10 common mistakes outlined above are compiled from the long list of mistakes that we've seen time and time again (many of which I also made myself in the past!).

I hope that this advice helps you to create a marketing campaign that will generate dramatic increases to your online profits and if there was one key "take home message" for you today it would be this;

"Test, track and tweak and test again"

We invite you to visit our ppc blog site at <http://www.ppcfuel.com>

We would love to hear your comments and any questions you have.

To your AdWords PPC success,

A handwritten signature in blue ink that reads "A. Buchalka". The signature is written in a cursive, flowing style.

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