

"Secret 2007 Bonus Report"



Roger Hall - Author and
Certified by Google as an
AdWords Professional

"Amazing Free Keyword Resources to Help You"



If you're interested in winning at online marketing and building keyword lists that save you real cash, **this will be the most important message you ever read.**

Now, if you can comprehend this next paragraph, then you're 90% of the way towards becoming a real winner at selecting keywords. The message that follows is



From the New AdWords 'How-To'
Book Co-Written by a Former Google
Insider

Discover More Secrets Now at;
<http://www.37AdWordsSecrets.com>

Wordtracker Keyword Research;

<http://freekeywords.wordtracker.com>

<http://wordtracker.com/free-trial.html>

Best Internet Marketing Tools;

<http://www.cdzn.com>

<http://www.cdzn.com/keywordhotlist.pdf>

NicheBOT-

"Finds exactly what people search for"

<http://www.NicheBot.com>

Michael Campbell's Website;

(strongly recommended)

<http://www.internetmarketingsecrets.com>

from internet guru Michael Campbell. See the link at the upper right-hand side of the first page, for Michael's site.

Here, Michael Campbell talks about 'beef jerky' but I wanted to share this with you because the same guidance applies to any niche you're interested in today.

Here's the critical, quick quote from Michael Campbell, at *Internet Marketing Secrets*. Now remember, if you can 'get' this one point, you are well ahead of most internet marketers out there today;



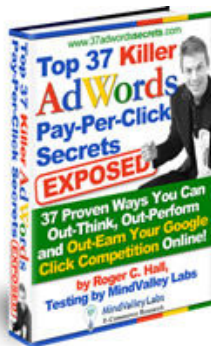
"The phrase 'beef jerky recipe' gets almost the same amount of searches as the phrase 'beef jerky.' Only 2% less, at a whopping 253,000 searches per year.

Now here's the really important statistic... There's 76,000 pages in Google with the exact phrase 'beef jerky' in their titles, but only 1,600 with the phrase 'beef jerky recipe' in their titles.

Hmmm... 98% of the traffic... but only 2% of the competition. Now that's a sweet spot. This is the very essence of what keyword marketing is all about.

A niche that's half an inch wide, by file miles deep. (And no... I'm not going to spend a lot of time on jerky recipes. I'll formulate one from my research and test it. All the rest of the content on my site will be focused on convincing people that it's hard to make. The point is to sell them on jerky wholesale, and ordering the products advertised on the pages.)"

Google AdWords Secret #6



**“Only Have a Small
Number
of Keywords for Each Ad
Group”**



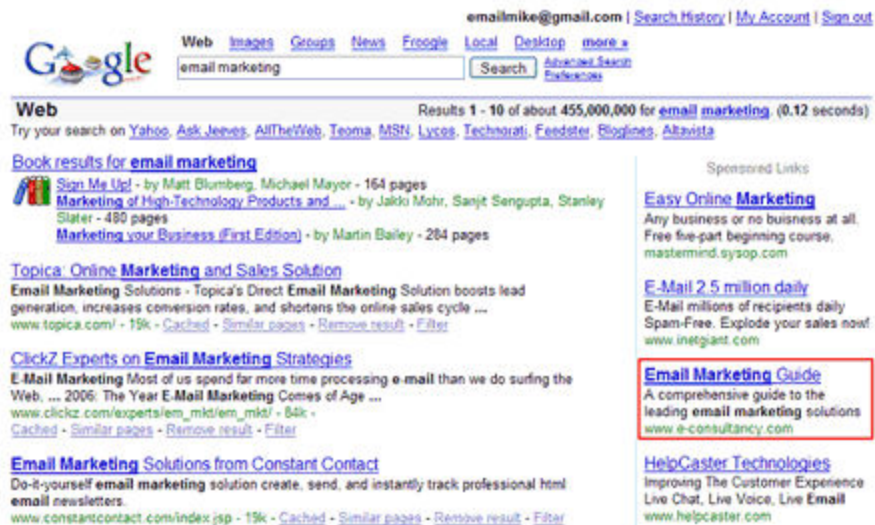
After you have a comprehensive list of keywords, it is crucial for you sort them under separate groups. Because you can only have ONE ad copy for ONE group of keywords, you want each of your keyword groups to have matching ad copy.

Why is this so important?

- 1. When the copy of your ad matches the keyword phrase, users are far more likely to click on it.** Our tests have shown that this simple practice can significantly boost the CTR of your ads by up to 100%.
- 2. Once they click on your PPC ads, the page where you send visitors to (the landing page) must be tailored and relevant to the visitor.** Obviously, someone looking for a 'Canon digital camera' is looking for something different than someone looking for a "Sony digital camera." Only when you group your keywords can you show specific ad copy which sends visitors to targeted landing pages.
- 3. You know how much or how little to bid for your keywords!** For example: Someone looking for 'cameras' is probably less likely to buy than someone looking for a specific model such as 'Canon EX 650.' The conversion rates will be very different for different groups of keywords. As Google allows you to vary the maximum amount you are willing to pay per click, when you group keywords well, you can know how much you should pay per click.
- 4. You can beat your competitors!** Our studies have shown the vast majority of online advertisers fail to group their ads sufficiently.

As the image below demonstrates, even for the popular keyword phrase 'email marketing,' only 1 out of 4 online advertisers has a headline in their ad that matches the copy. Why?

Because more likely than not, the other advertisers have far too many keywords in each group of keywords, which prevents them from having highly targeted ads.



Even for the popular keyword phrase 'email marketing,' only one out of four online advertisers has a headline in their ad that matches the copy. Why?

The above points are worth repeating because they are so important! **So, put yourself in a far better position to succeed, and start grouping them for maximum advantage.**

When should a keyword phrase have its own group?

When a lot of people search for it!

Take a look at the screenshot of Overture's Keyword Selector Tool below. Although the keyword phrases similar to "internet marketing online" are almost identical, you can split them into separate groups because so many people are looking for each specific keyword phrases. It is a good opportunity to show very specific ad copy MATCHING those phrases.

Keyword Selector Tool

Not sure what search terms to bid on?
Enter a term related to your site and we will show you:
♦ Related searches that include your term
♦ Estimated number of times that term was searched on last month

Get suggestions for: (may take up to 30 seconds)

internet marketing online 

Note: All suggested search terms are subject to our standard editorial review process.

Searches done in February 2006	
Count	Search Term
18170	internet marketing online
1849	internet marketing online advertising
1801	internet marketing for online business
1534	online business internet marketing computer
1519	internet online marketing advertising business



HOT TIP

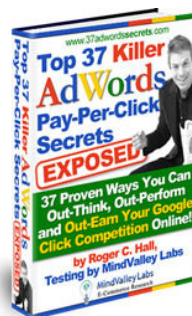
Only one out of four online advertisers has a headline in their ad that matches their keyword. This means their headline is *not* displayed in **bold** by Google.



What You Need to UNDERSTAND: It's worth taking the time and making the effort to gather your keywords into efficient groups, because Google will then automatically **bold** the keyword in both your headline and your ad text. Few advertisers use this for maximum benefit. Make sure you're one of the few that do.

Discover more profit-boosting web marketing secrets and tactics at;
www.MindValleyLabs.com

Discover More Secrets Now at;
<http://www.37AdWordsSecrets.com>



Google AdWords Secret #5

“Always Use Keywords in Your Headline”



Try including the exact keyword(s) in the ad's title itself. If the exact keywords show up in your ads, they get highlighted in **bold**!

If your ad copy matches the keywords exactly, prepare for a significant boost in your click-through-rate (CTR)! After all, if you don't do this, then it will be impossible for your ad copy to match your keywords.

Example:

Keyword Group 1 uses the headline "How to Meditate" and gave us a GOOD 1.9% CTR and \$0.21 CPC.

But Keyword Group 2 uses "How to Do Meditation" and was EXCELLENT with a 2.1% CTR and \$0.20 CPC.

Both headlines are identical, with the exception of one important difference: the first includes the keyword "Meditation" in the title and the second includes the keyword "Meditate."

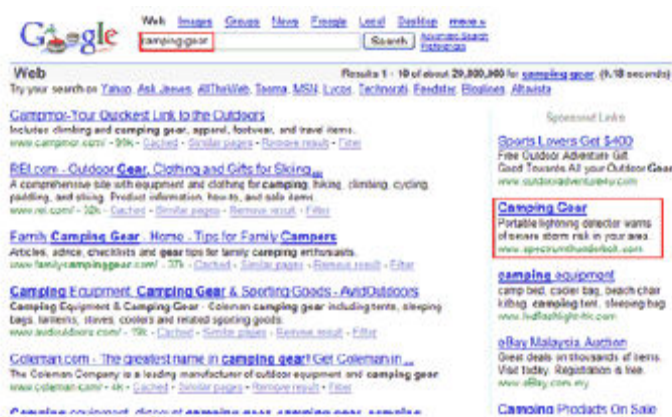
While this might seem like a small difference, it is very important because when someone on Google searches for "Meditation" that keyword is highlighted in bold in your ad!

This small difference alone caused an 11% improvement in the CTR (click-through-rate) and the average cost per click was 10% lower. A double bonus!

What we are recommending here is not rocket science. However, our detailed research into thousands of keywords revealed that close to 80% of the ads on Google do not take advantage of direct matching.

The screenshot on the following page shows what happens when a user types in *camping gear*. It is a typical example of what you will find. Only one advertiser is

featuring an ad with the exact keyword phrase.



Make sure you always use keywords in your ad's headline, for a free, attention-getting boost

From the evidence, it's clear that most online marketers don't pay enough attention to detail. **This means, by matching your ads to keyword groups, you can blow past 80% of the competition!**



What You Need to UNDERSTAND: Google rewards advertisers who match specific needs of individuals searching on the Google network. Always create ads that have the keyword in your headline, and in the body text. Create a large number of ads, each with tightly-grouped keywords, to make this possible.



HOT TIP Make sure your headline passes **The Stand Alone Test**; Say you placed your headline on the screen. Then below that was only the instruction: "write for detailed information". Would your ad draw a good response?

Discover more profit-boosting web marketing secrets and tactics at;
www.MindValleyLabs.com

Google AdWords Secret #11

“Use Keywords in your Display URL to Boost Your Quality Score”



by Roger Hall

NOTE: Streaming Video is Available to Show You How: When ready, please click this link below for a streaming video presentation showing you, step-by-step, how to use subdomains with your Google campaigns to boost your Google Quality Score;

<http://www.37AdwordsSecrets.com>

Let's say Mr. Smith, a prospective customer, is searching online for apples. Meanwhile, you own **www.Fruit.com** . Now if you happen to have the word, 'apples' in your ad's web address, when it comes to providing Mr. Smith with his search results, Google is going to love you.

Problem is you don't have the word, 'apples' in your existing web address.

Well, there's an easy way to fix this. It's called a *subdomain*. Subdomains are a great way to ensure the search keyword, entered by your prospective customer, is actually displayed at the bottom your Google ad text as part of the display URL (see next page for an example of a display URL).



HOT TIP Research shows the display URL in a PPC ad can be the second most important reason (after the headline) for someone clicking on your ad.



So let's create a subdomain using your web host's control panel, so that 'Apples' will be a subdomain of your existing site. This allows you to display '**Apples.Fruit.com**' as the ad's web address. Your ad will contain address text matching exactly what Mr Smith is seeking. What's more, 'apples' will be highlighted in bold text.

Result? A big, free boost for your ad.

Most website hosts such as Network Solutions, Go Daddy and others will allow you to have 70 or more subdomains. So, you can have many tailored ads with different keywords in your address; '**Pears.Fruit.com**', '**Bananas.Fruit.com**' - you get the idea.

By the way; don't try to fool Google by entering a subdomain that doesn't exist. Within a matter of hours they'll catch you. And switch your ad off until you've fixed it.

If you prefer, you can also use a *subdirectory* in your display URL. For example; '**www.Fruit.com/Apples**'. In this case, you'll need to have a web page resident in that directory, or a redirect that points to the appropriate page on your site.

Personally, I prefer using subdomains. Because that way, the search keyword is displayed first (before the rest of the web address).

The ads below, all for a type of women's shoe that's worn around swimming pools, have been tailored in this manner - to boost each ad's Quality Score.

This particular type of shoe is commonly searched for by prospects, using three common search terms;

- Water Shoes
- Pool Shoes
- Aqua Shoes

So I built three different ads (all for the same product). Each ad matches a particular one of the three search terms. Note that I made sure the keyword in each headline, and the address text in the 'display' URL also matches the keyword;

'Water Shoes' search keyword;

[COEGA Women's Water Shoes](#)

Go Stylish! Ultra-Light. Anti-Slip.
Lady Form-Fit. Killer fabric \$17.87
[WaterShoes.coegawear.com](#)

'Pool Shoes' search keyword;

[COEGA Lady Swim Pool Shoe](#)

Go Pro Style! Light. Award-Winner.
Lady Form-Fit. Killer fabric \$17.87
[poolshoes.coegawear.com](#)

Note: In this particular ad above, I had to use 'Pool Shoe' (with no 's') rather than 'Pool Shoes' because Google limits the number of letters allowed in the headline. And I wanted to have the word 'Lady' in the headline to help stop *men* from clicking!

'Aqua Shoes' search keyword;

COEGA Women's Aqua Shoes

Go Stylish! Easy-On. Award Winner.

Lady Form-Fit. Killer fabric \$17.87

AquaShoes.coegawear.com

Note: The actual URL where prospects are sent when they click on each ad is the same for all three ads. In other words, you can have all your ads pointing to the same Web page (although it's not going to appear this way to your prospects).



HOT TIP For a **free streaming video**, with detailed, step-by-step instructions on how to implement this secret for your own ads and site, go to;

<http://www.37AdwordsSecrets.com>

... and view the streaming video, half-way down that web page.



What You Need to UNDERSTAND: To succeed with Google PPC you must do better than your competition. You need to take advantage of every possible advantage. Put this Secret to work, making the Google AdWords system see your ad as being even more highly relevant to the search keyword. Using keywords in your ads' 'display' URL is always a quick, free and easy way to boost performance and save money.

Discover More Secrets Now at;

<http://www.37AdWordsSecrets.com>

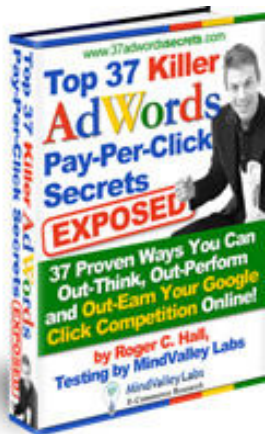
Best wishes,

Roger Hall

P.S. - Don't take my word for the effectiveness of these Google Secrets. Here's what Mark Warren, of Bellingham WA wrote after he read Secret #14 along with

the others. Mark is well experienced in the world of Google, as you'll see;

***"One of the first books in a long time where I actually...
... learned something new."***



"I have purchased almost every Google AdWords book there is and after the third one, they are all pretty much the same. '37 Killer AdWords PPC Secrets Exposed' is one of the first books in a long time where I actually discovered something new.

I discovered five new tips I have never seen written about anywhere else."

Mark Warren, Bellingham WA

Top 37 Killer AdWords Pay-Per-Click Secrets Exposed; The AdWords 'How-To' Book Co-Written by a Former Google Insider

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