

The AdWords Success Map

By Ben Hart

Getting Started:

- Sign up for account at www.adwords.google.com.
- You will be taken to “Account Summary” Page.
- Hit “New Online Campaign” (reveals drop-down menu).
- Hit “Start with Keywords” on drop-down menu.
- Name Your Campaign (This is a folder that contains groups of related ads).
- Name Your Ad Group (**IMPORTANT:** Include main or “root” keyword in name of group).
- Choose language you are targeting (I limit my ads to English).
- Choose locations where you want ads to appear:
 - Examples: Global
 - United States and Canada
 - City/Town
 - Region
 - Customized (i.e. by zip code or radius from your business)
- Write Your Ad:
 - > Relevant Attention-Getting Headline
 - > Two lines of descriptive copy
 - > Display URL (which people see)
 - > Destination URL (actual landing page, often different from Display URL)
- Google scans your site.
- If approved, Google takes you to page where you type in keywords and phrases that best describe your offer. Google also gives you a list of suggested keywords for your site. Review this list for ideas.
- Enter Your Maximum Daily Budget (keep this low to start).
- Enter Your Maximum Bid Per Click (CPC)
 - (You can set one maximum bid for all keywords in your ad; or separate bids for each keyword)
- Give Google credit card and payment info to complete sign-up process.
- Your first ad will be running within minutes.

Quick Tips for Early Success

- Google tells you minimum bid to be on Page One of rankings.
- Choose network you want your ads to run on:
 - > Google Search (Most Targeted)
 - > Google Search Partners (AOL, Ask.com, ect)
 - > Content Network (Least Targeted. AdSense sites: *New York Times*, About.com. etc)
- Use main keyword you are targeting in headline and body text of ad.
- Use main keyword in headline of landing page and throughout text of landing page.
- Use main keyword in Display URL and Destination URL.
- Bid Price + Click-Through-Rate (CTR = Ad Ranking).
- Weed out poorly performing keywords and create new, more targeted ads specifically for those keywords.
- Deliver a good experience to visitors who arrive at your site (a good, relevant site).
- Use Google Analytics and Conversion Tracking to track ad performance.
- Constantly test new ads, headlines, offers.
- Offer something of value and relevant that’s free on landing page to build your list of leads (i.e. free book, white paper, seminar, mini-course, tutorial, seminar, sample).
- Test various free offers to see which generates most sign-ups.

Google Ad Copy Rules

- Relevant text/targets narrow group of keywords.
- Correct spelling and grammar.
- No “calls to action” (i.e. “Click Here” “Order Now”).
- No trade mark or copyright violations.
- Capitalize only first letter of words.
- No competitive language (i.e. “best” “greatest” “cheapest”).
- Landing page relevant to ad.
- Rest of site relevant to landing page.
- No pop-ups on landing page.
- Working destination URL.
- Working Display URL.
- Destination URL same site as Display URL site.
- Don’t use multiple accounts to try to have more ads showing for the same keywords.
- Only one advertiser per website (important for affiliate marketers).

Google’s All-Important “Quality Score” Formula

If you “Quality Score” fails to pass muster with Google, your ads will be disabled. “Quality Score” seeks to determine the quality of a visitor’s experience on your site. Google wants to deliver quality sites to searchers. The following factors determine your “Quality Score”:

- 1) Relevance of your ad to your landing page.
- 2) Relevance of your landing page to the rest of your website.
- 3) How long a visitor stays on your site.
- 4) How many pages a visitor clicks through to on your site.
- 5) How often visitors return to your site.
- 6) Keywords on your list that generate less than .5% hurt your overall “Quality Score” for your account. Delete them from your keyword list.
- 7) A poor account history hurts your overall “Quality Score” with Google -- including for your new campaigns. You don’t want to get a bad reputation with Google.
- 8) Attempting to trick or spam Google is fatal. Repeating your keywords too often on your pages is considered spamming by Google.

Copyright by Ben Hart.

This document may not be distributed without permission.

First Page of Account After You Login

Campaign Management | Reports | Analytics | My Account

Account Snapshot | Campaign Summary | Tools | Conversion Tracking | Website Optimizer | Audio Ad Library

Search my campaigns: Search

Use "Conversion Tracking" to track performance of ads.

Start New Ad Here. Choose "Start with Keyword" from drop-down menu.

"Edit Settings" is one of the most important areas to review and understand.

Online Campaigns + New online campaign - Statistics: Split: all search/content network

show: all | all active | all but deleted

Campaign Name	Current Status	Current Budget	Clicks	Impr.	CTR	Avg. CPC	Avg. CPM	Cost
Free Marketing Book	Active 1 Ad Groups Paused	\$900.00 / day	89,427	19,660,121	0.45%	\$0.67	\$3.07	\$60,262.64
Search	On	-	52,128	7,244,675	0.72%	\$0.82	\$5.92	\$42,887.90
Content	Off	-	37,299	12,415,446	0.30%	\$0.47	\$1.40	\$17,374.74
Sales Letters Ebook	Active 1 Ad Groups Paused	\$400.00 / day	121,324	16,414,595	0.74%	\$0.46	\$3.43	\$56,270.96

Click on link to go to one of your specific campaigns.

Summary of Ad Campaign performance statistics.

Edit Your Ad

Ad Group: Sales Letters Book

Great Sales Letters, Free
 Legendary copywriter shares secrets of writing great sales letters.
www.DirectMarketingInstitute.com

Ad as it appears.

Get more keyword ideas.

Summary | **Keywords** | Placements | Ad Variations

In this ad group, keywords trigger ads on search and the content network. You have no placements. [Learn more](#)

Change range

+ Add keywords: Quick add | Keyword tool | Edit keywords | Search this list | Customize columns

1 - 48 of 48 keywords.

Keyword	Status	Current Bid	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos
marketing letters	Ads rarely show due to low quality score	\$0.85	19,947	696,800	2.86%	\$0.56	\$11,119.01	3.0
sales letters	Ads rarely show due to low quality score	\$0.85	28,752	556,725	5.16%	\$0.55	\$15,778.80	2.5

Add/delete keywords. Edit bids.

Click Through Rate (CTR): Percentage of people who see ad who click on it.

Target Customers by Location

The screenshot shows the Google AdWords interface for targeting by location. At the top, there are tabs for Search, Browse, Bundles, and Custom. A callout box points to the Custom tab with the text: "Hit 'Custom' to target by state, city, region, zip code or radius from your business." Below the tabs is a search bar with a "Find" button. A callout box points to the search bar with the text: "Browse for suggestions." Below the search bar are example searches: United States, California, Chicago, and 90210. Below the search bar is a "Selected locations" section with checkboxes for Canada (Country) and United States (Country). To the right is a map showing the United States and Canada with a blue outline. A callout box points to the map with the text: "Map shows where your ads are showing." At the bottom left, a callout box points to the text: "This is the checklist I have in front of me when I sent up my ad campaigns."

Your Checklist For Success

- Turn off most of Google's **default** settings.
- Start by having your ads show only on Google. Turn off **Content Network** and **Search Network** to start.
- Start with **Exact Match** for keyword searches. Turn off **Broad Match** and **Phrase Match** to start.
- Make sure your geographic and language settings are correctly set.
- Pick keywords and phrases your likely buyers are typing into search engines. Put yourself in their place. What is are they looking for?
- Start by bidding low – perhaps 10 cents a click. If traffic is too light, ramp up slowly – a nickel at a time.
- Don't worry about being ranked #1 on the first page for your keyword. That might require you overpaying for clicks. For competitive keyword categories, a rank around #5 has delivered the best ROI for me.
- For super-competitive keyword categories, I don't mind if my ad is on page two of the Google list. Searchers who get to page two and deeper tend to be more qualified as leads.
- Do not take clickers on your ad to the home page of your website. Take them to a landing page specifically designed for your ad. Your landing page should be a continuation of you ad.
- Include your main keywords in the headline of both your ad and landing page.
- Determine the primary goal of your ad and landing page. What is your **"Most Wanted Response"**? Is it to make a sale or collect a lead? Do everything in your creative power to capture the names and email addresses of visitors to your site by offering something of value free (such as an eBook or "white paper" on the subject of their keyword search).
- Build rapport and cultivate relationships by continuing to send emails to your opt-in subscribers a valuable ezine that's on the subject of their keyword search that brought them to your site in the first place.
- Are you ready to do business when your ad campaign is on? Do you have a merchant account, a shopping cart, a way to take payments?
- Does the headline of your ad stress the main benefit to the read of clicking on your ad?
- Don't make your ads about you. Make your ads about what your prospective customer is looking for.
- Don't use technical jargon in your ads. What the heck is a "gigabyte"? Instead, follow the lead of Apple's great ad for its iPod: "1,000 Songs In Your Pocket." What's the main benefit to your reader of what you are offering?
- Don't try to buy your way to the top of Google's search engine for an off-the-mark ad that's getting few clicks. Write a great ad, that gets lots of clicks – targeted clicks from people who are looking for what you are selling.
- Read my book *How To Write Blockbuster Sales Letters* to learn how to write killer sales copy. All the rules there apply to selling on the Internet.
- Specific problems require equally specific solutions. Offer specific solutions in your ad copy and on your landing pages. "Improve Your Golf Score" is not nearly as strong as "Cure Your Slice in Five Swings."
- Understand who your customer is and what she's looking for. Then provide it.
- Every search and every click represents someone with a need. Can you fill that need?
- Read my book *Automatic Marketing* to learn how to become a world-class marketer. All the rules in that book apply here.
- Have more than one product to offer that's on the subject of the keyword searches that brought visitors to your site. Have a steady stream of follow-up products and upgrade products. It's tough to build a business on just one product.
- Make an extensive list of keywords and phrases that you believe your customers are typing into search engines to find the main product or service you are selling.
- Put all your keywords and keyword combinations on a Excel spreadsheet so that you can move them around easily and group families of keywords and phrases together.
- Take families of underperforming keywords and create separate ads and landing pages specifically tailored for those families of keywords. This can result in you having many ads and landing pages, each with its small family of keywords.
- If your landing page is intended for "lead generation", is the free ebook, "white paper" or other free gift you are offering of high enough value to your visitor that she will want to fill out your sign-up form to get it.
- Is your free offer that's designed to get leads to fill out your form exactly in line with the AdWords ad that brought them to your site? (It must not be off the mark, even a little).
- Have an email marketing system (such as **Aweber.com** or **iContact.com**) set up before you launch your AdWords

- campaign so that you can capture leads and follow-up with email.
- Use powerful keyword research tools to help you brainstorm your keywords, such as **Wordtracker.com**, **KeywordDiscovery.com** and **GoodKeywords.com**
- Don't forget to include **Negative Keywords** – words that disqualify your ad from being shown where certain words are typed into an engine. A good negative keyword might be "free" if you don't want clickers who are looking just for "free" stuff.
- Always split-test two ads at a time. "**Test**" is the most important principle in marketing.
- Use **Google Conversion Tracker** to track conversions on your landing page.
- Use **Google Analytics** to track visitor behavior on your site.
- Test landing pages to see which ones are doing the best job of converting visitors into leads and then into buyers.
- Offer one and only one thing with your pay-per-click ad. If you sell more than one product, create different ads, one for each product . . . with each ad leading to a "landing page" also designed to sell that one product.
- If your ad is working well, turn on **Search Network** and see how that goes.
- If your ad works on **Search Network**, test **Content Network**.
- Start by setting bids low for Content Network. You can set separate bids of **Content Network** and **Search Network**.
- Use the **PPSeer.com** tracking tool to see how individual sites on the Content Network are performing for you.
- Tell Google not to run ads on sites that are delivering a lot of clicks, but few sales.
- If your ads are running on the Ad Sense Content Network, understand how to use **Demographic and Site Targeting**.
- Don't use **Google Budget Optimizer** (unless you want Google managing your finances and making your marketing decisions).
- If you are a local business, set up three kinds of ads – one configured for local business, one configured nationally but that uses names of local area towns and cities with keywords describing your service, and one in Google's Local Business Center so that your local business appears with an enhanced interactive listing on **Google Maps**.
- Don't ignore the pay-per-click ad programs other search engines and many directories offer. **Yahoo Search Marketing** is the #2 PPC program – and well worth using.
- Use **Google AdWords** to conduct super cheap, quick and accurate market research for all your advertising and marketing campaigns (whether offline or online).

Glossary of Key AdWords Terms

Why You Should Read This Section: If you take a few minutes to read through this Glossary, you will have a pretty good understanding of how to use **Google AdWords** successfully.

Actual Cost Per Click

This is the amount you actually pay per click on your ad, as opposed to your "Maximum Bid Per-Click." You'll find this information in the "Campaign Summary" section of your Google account. Your "Actual Cost Per Click" is usually substantially lower than your "Maximum Bid Per Click."

Ad Group

Ad Groups are like a subfolder within an "Ad Campaign." Your Ad Group are ads that target the same set of keywords or keyword phrases. Often ads in an "Ad Group" are ads you are testing to find out what ad works best.

Ad Rank/Ad Position

Google determines your Ad Rank or Position for the keywords you are targeting by a combination of "relevance," the number of clicks your ad is attracting and metrics Google tracks to measure a the "experience" visitors have when they arrive at your site -- such as how long they stay on your site, whether they click to other pages on your site, and whether they return again to your site. All this goes into your Google "Quality Score" -- which ultimately determines your Ad Rank or Ad Positioning, or whether Google runs your ad at all.

AdSense

These are ads that run on the **Google Content Network**. A website owner can sign up her site to be part of Google's Content Network, which allows Google to run AdWords ads on the site. These are the Google ads you bump into when you are reading The New York Times, About.com or other site that's part of the Google Content Network.

AdWords Discounter

This Google tool allows you to adjust your maximum bid per click downward as your competition falls away.

Affiliate Marketer

This is someone who makes money on the Internet by selling the products and services of others. Most online merchants today have affiliate program you can sign up for, where you earn a commission if a visitor to your site clicks a link to the primary merchant's site and buys the product. Commissions paid to affiliates typically range from 10% to 50% -- sometimes higher.

Affiliate Directory

Site on the Internet that lists affiliate programs. Affiliate marketers are always on the look-out for good products and services to promote on their sites. The Google AdSense program is Google's main affiliate program. You make a percentage or commission every time a visitor to your site clicks on a Google ad that's running on your site.

Affiliate Link

A link on your website that connects with the main merchant's website that's selling the product you are promoting. Your Affiliate ID number is typically embedded in your affiliate link. This link is then tracked by the main merchant so appropriate commissions can be paid to the affiliate.

Affiliate Marketing

A way of making money online by promoting the products of other merchants. This is how many blogs monetize their sites, by having affiliate links back to the site of the merchants who are paying commissions to affiliate marketers.

Affiliate Network

Some websites specialize in connecting merchants with affiliate marketers. Some of these services (such as **Click Bank**, **Commission Junction** and **Link Share**) actually manage the affiliate programs of merchants.

Affiliate Program

An incentive-based marketing system set up by a merchant that pays commission to affiliates who promote their product or service.

API

The acronym for **Application Programming Interface**. This is an interface that allows a program to communicate with another program.

Average Cost Per Click

This is the average amount you are paying when people click on your Google ad.

Average Position

This is your average ranking of your ad on a Google search for the keyword or phrase you have targeted.

Bid

When you set up your ad campaign, you tell **Google** the maximum amount you are willing to pay **per-click**, **per-thousand impressions** or **per-action** you set. Google requires a minimum bid, which is determined by the amount of traffic a keyword or phrase is receiving and the "Quality Score" Google gives your ad and website.

Broad Match

You can tell Google to show your ad according to "Exact Keyword Match" or "Phrase Match" (when your keyword appears in a phrase the searcher has typed into the search engine) or "Broad Match." With Broad Match you let Google decide when to display your ad.

Campaign

The folder that contains one or more Ad Groups.

Click Through Rate (CTR)

This is the percentage of people to click on your ad who see the page on which your ad appears.

Content Network

This is the same as the AdSense Network -- website owners who sign up to allow Google to run AdWords ads on their websites. These are the Google ads you run into on websites once you leave the search engine.

Conversion Rate

This is the percentage of visitors to your site who do what you ask them to do -- usually to fill out your sign-up form or buy something. Whatever your "Most Wanted Response" might be.

Cookie

This is a program file that allows you to track the behavior of visitors to your site and how often they return. You typically pick up lots of "cookies" when you surf the Web. The benefit of cookies is that you can load Web pages faster. The downside is that marketers are tracking your movements on the Web.

Copy

The actual words of your ad or Web page. Advertising copywriters are those who write ad copy.

Cost Per Click (CPC)

This is what you pay-per-click on your ad.

Cost Per View/Cost Per Impression

This is what you pay-per-view ("impression"). Google allows you to pay per-1,000 impressions. Google counts each time a Web page loads as an "impression."

Daily Budget

This is the maximum amount you are willing to spend per day on one of your AdWords campaigns. When you reach your maximum budget, Google stops showing the ads in your campaign.

Demographic Targeting

Google allows you to target your ad by demographic group -- i.e. by **gender**, by **age**, by **income** and by **ethnicity**.

Destination URL

When you are writing your Google ad, you must type in both a "Display URL" and a "Destination URL" (which can be the same, or different). The "Destination URL" is the actual page a personal arrives at once they click your ad. The "Display URL" is the URL people see when they see your ad -- which is often the "Home Page" of your website. I advocate sending people to a specific "landing page" that's specifically tailored to your ad, and NOT sending clickers on your ad to the home page of your main website.

Display URL

This is the URL people see when they see your Google ad, which might not be the same URL people actually arrive at when they click on your ad. The "Display URL" is mainly for marketing purposes. The destination URL often contains a lot of extra characters so that marketers can track how their ad is doing.

Editorial Guidelines

You must follow Google's editorial guidelines, or Google won't run your ad. You are not permitted explicit "calls to action" such as using the phrase "Click." You can't use excessive capitalization, which is considered screaming at the reader. You can't use trademarked terms. If you misspell words, use symbols or slang, or improper grammar, Google might reject your ad.

Exact Match

You can tell Google to show your ad only when a searcher types the "exact" keyword or phrase you are targeting into the search engine. Or you can have your ad show when your keyword or phrase appears within a phrase the searcher has typed (which is the "Phrase Match" option). Or you can just let Google decide when to show your ad by selecting the "Broad Match" option.

"Family" of Keywords

Keyword phrases that have the same "root" keyword can be in the same keyword family. This is a useful concept for organizing your AdGroups. If your **root keyword** is "skis", members of this family of keywords might include "rossignol skis", "atomic skis", "racing skis", "deep powder skis", etc. Often I find that my ads become far more productive if I "peel off" certain members of a keyword family to create separate keyword families (i.e. new ads or possibly new Ad Groups).

Full Ad Delivery

Ad is displayed whenever a search matches the keyword you are targeting -- i.e. not limited by daily budget or other restrictions you might be placing on your campaign.

Geo-targeting

You can target your ads by country.

Gmail

This is Google's free email service. AdSense ads display at the bottom of people's email messages, often targeted by the subject of people's email conversation.

Google Slap

This is when Google deactivates your keyword for you ad or requires you to pay an exorbitant minimum bid to activate the keyword. The reason this happens is Google has either determined your ad is not on target with your keyword, the landing page or site your ad links to is not on target enough, or your site is not meeting Google's increasingly tough "Quality Score" criteria. Your site's "Quality Score" is determined by a combination of your site's relevance to the keyword/phrase and the experience your visitors have on your site. Google tracks how long visitors stay on your site; how many pages they click to on your site; and how often visitors return to your site to determine your site's quality. Google wants happy

searchers. Google wants to deliver quality sites to searchers -- sites searcher will be happy to find. If your site does not meet Google's standards, your ads will be "Google Slapped" -- i.e. disappear from Google search results (in other words, disaster for you and your online business).

Hit

A hit is when someone clicks onto your Web page.

Home Page

This is the main page of your website. I don't usually recommend linking your Google ad to the home page of your main website. Instead, link your Google ad to a "landing page" that's specifically designed for your Google ad.

Impression

In theory and "impression" is when someone sees your ad, but does not necessarily click on it. Google counts each time a page loads as an impression. You can choose to pay Google **per-1,000 impressions** instead of **per-click**. My maximum bid price is usually about \$2 per-thousand impressions compared to about \$2 per click. You can only bid per-thousand impressions if you are advertising on the Google Content Network.

Keyword/Keyword Phrase

When someone is search on the Internet, they type keyword or phrases into the search engine. The search engine then lists sites according to "relevance", as well as site popularity among others who found the site by using these same keywords. Your **keyword selection** is the primary method of how you tell Google when to show your ads. If your site is about "ski racing", this is a phrase you would want to include in your keyword selection list when setting up your ad.

Keyword Matching

You can choose "exact match" for your keywords; "phrase match"; or "broad match." If you select "exact match," your ad will be shown only if the searcher types in the exact keyword or phrase. If you select "phrase match," your ad will show if your exact keyword phrase is included in the keyword phrase of the searcher. If you select "broad match," you just let Google decide when to show your ad. If you put a minus (-) sign in front of your keyword, that's called a "negative" match, which means you're ad won't show when that keyword or phrase is used.

Keyword Status

Your keywords for your ads could have one of these four status designations: **Active**, **Ad Shows Rarely**, **Bid is Below First Page**, **Disabled**. The status you want is "Active." everything else is a problem -- though sometimes I don't mind if my ads are appearing on the second page of search results if the keyword I'm targeting is especially competitive.

Keyword Tool

This can also be called a **Keyword Selector Tool** or a **Keyword Research Tool**. This is a tool that helps you determine how much traffic your keywords will generate; and how much you are likely to pay per click or impression. Google has a number of free Keyword Selector Tools as part of its system. Good keyword research tools that you can pay for include **WordTracker.com** (which I use); **Keyword Discovery**; and **GoodKeywords.com**

Landing Page

This is the page that's linked to your Google ad. It's the page the searcher lands on after clicking on your ad.

"Longtail" Keywords

Your root keyword with modifier words. When people are searching, they try to be as exact as possible. They usually don't just type "ski." The type "ski vacations" or "ski equipment" to zero in on exactly what they are looking for. Often searchers are super-specific, i.e. "red ski parka." That is definitely a longtail keyword. Usually your site will move up the search results rankings first for your longtail keyword phrases.

Maximum/Minimum Cost Per Click

The minimum cost-per-click with AdWords is a five cents. The maximum-cost per-click is what you pay for your ad to rank #1.

Misspellings

You need to include commonly misspelled words in your keyword list. Example: "restaurant" is often misspelled as "restraunt." You will mis traffic if you don't include common misspelled words.

Merchant

Anyone who is selling products or services on the Internet. Most merchants have affiliate programs you can join.

Metrics

These are key numbers you track to know how your ads are doing. Examples: cost-per-click; cost-per-lead (sign-up); cost-per-sale

Negative Keyword

By putting a minus (-) sign in front of a keyword in your keyword list, you are telling Google not to show your ad when that keyword or phrase is typed into the search engine. I often put a minus (-) sign in front of "Free [Keyword]" if I don't want people who are just looking for free versions of what I am selling.

Organic Results

These are the sites Google lists down the middle of the page

that the site owners are not paying for. Google as determined that sites that come up on page one for the "organic" search results list are especially good for the keywords typed into the search engine. The pay-per-click ads run down the right hand side of the search results and sometimes along the top of the results in the shaded area. Google has determined that the PPC ads in the shaded area at the top of the search results list are also especially good.

Overture

The original pay-per-click program, bought by Yahoo. Yahoo Overture changed it's name to Yahoo Search Marketing and is the main competitor to Google Adwords.

Placement

You can target your ad by keyword or phrase. Or you can pay for **placement** of your ad in a specific location on a website. For example, if you are selling power drills, you might want to make sure your ad for power drills appears on certain handyman and craftsman sites. You can only pay for placement if you are running ads on the **Google Content Network**.

Pay Per Click (PPC)

You pay only when someone clicks on your ad -- pay-per-click.

Pay Per Lead

You can also pay Google by the action you want, such as when a clicker on your Google ad goes to your website and fills out your sign-up form. That would be paying-per-lead.

Pay Per Sale

As part of Google's new "pay-per-action system," you can also pay Google for each sales that comes through one of your Google ads.

Pay Per View or Impression

You can also pay Google for every 1,000 impressions. Theoretically, it's paying when someone sees your ad. But Google records an "impression" or "view" as the loading of a Web page.

Phrase Match

Google will show your ad if your keyword or term appears in a phrase typed into the search engine.

Quality Score

Google looks closely at your website to make sure it matches your ad and the keywords typed by the searcher. If your Quality Score is too low, Google will deactivate your ad for certain keywords -- might even deactivate your entire account. Quality Score is determined by a combination of RELEVANCE, VISITOR EXPERIENCE on your site and the HISTORY of your account. This latter metics is especially scary because, if you have a history of delivering a poor VISITOR EXPERIENCE, this effectively torpedoes your Google AdWords campaigns permanently. Google measures VISITOR EXPERIENCE by tracking how long visitors stay on your sitem whether they click through to other pages on your site and whether they return repeatedly to you site.

Reactivation Fee

Google charges a reactivation fee (it's fairly modest) to restore full delivery of your ads after it has been paused or slowed.

Relevancy

This is the most important factor to Google in deciding when to show your ads. The more exact the match between the keywords typed into the search engine, your ad and the site your ad links to, the more likely Google will show your ad -- assuming your site is getting an acceptable Google "Quality Score." It's all about "relevancy" and the "visitor experience" on your site.

Results Page

The list of sites Google serves you after you type in your keyword search term. It's also called "Search Results."

Return On Investment (ROI)

How much money are you bringing in for every dollar you are investing in your advertising? That's your Return On Investment (ROI).

Root Keyword

This is the main keyword your are targeting. Usually you then attach "modifier" words to your root keyword to create a "family" of keywords.

Search Engine

Google and **Yahoo** are the leading search engines. They are Web programs that enable us to find what we are looking for by typing words and phrases into the search field. Google powers about 70 percent of the searches on the Internet.

Search Engine Marketing (SEM)

This term refers to any marketing that relies on search engines, whether pay-per-click advertising (PPC) or search engine optimization of your website (SEO).

Search Engine Optimization (SEO)

A term that describes all steps you might take to ensure that your website or Web page ranks as high as possible on search results for the keywords and phrases you are targeting.

Search Term

A word or phrase through which a person defines what s/he is looking for. The phrase is used to inquire the database of indexed pages of a search engine.

Squeeze Page

Requires you to fill out an opt-in form to get what you are looking for. I often require visitors to my site to fill out my opt-in form before they can even see my full-blown sales presentation. This is how I build my list of leads -- who I can then bring back to my site (sales presentations) over and over again with my emails. The reason this is called a "squeeze page" is that you are requiring a "yes" or "no" decision of some kind before your visitor can see the rest of your site. And they must fill out your opt-in form.

Statistics, Stats

Good marketing is dependent on good data. To be successful, you need to be tracking exactly how each of your ads is doing. You need to be testing ads against each other. Data you need to do this include tracking cost-per-click, cost-per-lead, cost-per-sale.

Stemming

Stemming starts with the "root" keyword your are targeting. What you do is add modifying words to your "root keyword" to create a family of keywords. If "ski" is your root keyword, examples might be "apres ski," "ski boots," "ski equipment." This is a powerful strategy for developing your list of keywords. You can do this with a thesaurus. Or you can do this with the help of keyword research tools such as what Google offers, and also other keyword research services such as Wordtracker. Very often I will sub-divide families of keywords and create separate ads around those more targeted categories of keywords.

Stickiness

If your visitors stick around on your website, and if they return over and over again, this means your website is "sticky." When Google measures the quality of a visitor's experience on your website, Google tracks how long visitor's stay, whether they return, and how often they return. These "metrics" Google tracks contributes to your "Quality Score."

Targeted Traffic

People who arrive at your site because they are specifically interested in what you are selling or in what you are saying.

Tracking URL

A URL that has code attached to it (i.e. extra digits and characters) so that you can track how your ad is doing or how this landing page or website is performing.

Traffic

The people who visit your website are your "Traffic." You want a lot of "targeted traffic" coming through your site because "traffic" ultimately leads to sales.

Two-Tier or Multi-Tier

The same as multi-level marketing (MLM) but on the Internet. It's a system by which affiliates can sign up other affiliate marketers, thereby creating a "downline." You are then paid commissions on everything your "downline" affiliates sell. It's a strategy for keeping your affiliates engaged and creating teams of coaches who will recruit and train new affiliates.

Unique Visitor

Each computer that's connected to the Internet has a unique IP address. Google tracks you by your IP address. A unique visitor at a Website is a visitor who has a new IP address.

URL (Uniform Resource Locator)

This is the specific address on the Internet of a Web page. You must type the exact characters into a browser to find the Web page.

Usability

The ease of navigating a website; and the potential of delivering real value to visitors.

WordTracker

This is the primary keyword research and selection tool I use. It's also the keyword research used by most professional Internet marketers. Good competitors include **Keyword Discovery** and **Good Keywords**.