www.37adwordssecrets.com

Top 37 Killer AdWords Pay-Per-Click Secrets EXPOSED

37 Proven Ways You Can Out-Think, Out-Perform and Out-Earn Your Google Click Competition Online!

by Roger C. Hall,
Testing by MindValley Labs

MindValley Labs
E-Commerce Research

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First Edition, 2007

Introduction

There's really nothing better than discovering the *real* results that *real* Google Pay-Per-Click (PPC) ads produce in the *real* world. In this book, those real results are presented to you again and again.

Google AdWords is considered by many as the most powerful method of gaining business today. It's an extremely powerful tool – that's true.

But its inherent power leads many, many advertisers to great frustration.

That's not the worst of it. A downward spiral of ad performance can lead you to throw more and more cash at Google (and they really *don't* need more of it!) in a desperate attempt to get AdWords performing as well as you 'know' it should. Everyone else is doing so well with Google Pay-Per-Click….aren't they?

Well, actually - they're not. *No way.*

How can this be? A few advertisers discover the right mix of techniques and strategy to make AdWords work extremely well. Good for them.

But many more struggle and ultimately throw in the towel, vowing never to touch Google AdWords again. More than one business has gone bankrupt, after blowing massive amounts of cash on Google AdWords and giving up.

And that's just beyond stupid. What's more, it's a real shame. Because Google AdWords truly *can be* one of today's best methods to grow your business.

Is there a way out?

Yes. The trick to winning at Google PPC is to discover the mistakes of others, then applying lessons from in-depth, valid research. Plus testing, testing, testing.

We've done most of that for you. Now, you simply have to select the Secrets most helpful for you, and gradually start bringing them into your own Google AdWords campaigns.

You'll notice the 37 Secrets are not grouped in any particular order. That's intentional - for two reasons;

1. Google AdWords success is achieved by considering a wide variety of factors.

2. Presenting each Secret throughout the book in a varied manner makes it very readable, as it holds your interest. Let's face it - it's not easy to get excited about, say, keyword selection. But show us a single word change in our ads that boosts performance by over 100% - now we're talking!

The Secrets contained in this book deliver an incredible Google AdWords edge to you - over and over. Even if you only apply a *small fraction* of these proven Secrets, you'll be far, far ahead of your competitors.

With this in mind, let's get started. Discover these 37 Secrets now - before your competitors do!
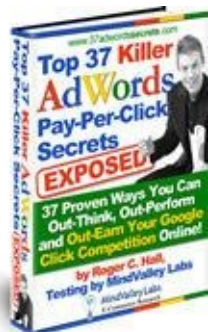
How To Stop Screwing Around with Google AdWords Now and Actually Get Google SELLING for YOU. Quickly & Easily!

Google Insider Reveals; "How To Discover More Google AdWords Secrets than Your Competition; YOU'LL Make Money While THEY Lose"

Give me just a few minutes and I'll show you how the full *37KillerAdWordsPay-Per-ClickSecretsExposed* eBook truly can turn your Google AdWords campaigns into winners! When you've read the 5 Secrets in this sample package and you want to try 32 more AdWords Secrets that actually work – 100% RISK FREE. Plus FIVE AdWords-related BONUS BRIBES - discover this web page; [please click]

Top 37 Killer AdWords Pay-Per-Click Secrets – Exposed

Secret #1 – Never Let Google Choose Your Winning Ad
Secret #2 - How to Select Keywords the Smart Way
Secret #3 - Do 'Sure-Fire' Headlines Work?
Secret #4 - Use Ad Variations – At All Times
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Secret #14 - Did You Know That You Could Boost Your CTR By 90% With This Phrase?
Secret #15 - Isn't it Amazing what You Can Get Away With on Friday Nights?
Secret #16 - When Less is More
Secret #17 - One of the Most Powerful Ads to Take Business From Your Competitors
Secret #18 - Speak Plain English to Boost Your Click-Through-Rate
Secret #19 - Put Benefits and Features in their Proper Place
Secret #20 - A Probing Question Can Boost the Click-Through-Rate of PPC ads by 244%
Secret #21 - How Emotional Words Play a Dead-Serious Role in Google Ads
Secret #22 - A 'Guaranteed' Way to Boost Your ROI
Secret #23 - It's Rhythm and Rhyme Time !
Secret #24 - Little Things Make a Big Difference
Secret #25 - Put Prices in Your Ad Text and Save With Every Click
Secret #26 - Mimic a Universal Call-to-Action and Boost Your CTR by 100%
Secret #27 - Send Your Prospect to the Right Page
Secret #28 - It Sucks to be #1 – So Avoid It !
Secret #29 - Don't Advertise 7 days a Week
Secret #30 - Do *(and Don't)* Monitor Your Ads Closely! **Secret #31** - Why SEO Copywriting Doesn't Work for Pay-Per-Click Direct Marketers
Secret #32 - Learn How to Boost CTR 75% - by Being More Descriptive
Secret #33 - Easily, Rapidly, Quickly Boost Your ROI by 20%
Secret #34 - Tell Prospects What to Do Next and Boost Your CTR
Secret #35 - How to Double Your Click-Through-Rate in 15 Minutes
Secret #36 - Go for Quality - Not Quantity
Secret #37 - Optimize for Leads – Not CTR and Not ROI
About the Authors – See Final Page
We recommend you print this eBook, for more enjoyable reading - plus maximum convenience while working in your Google Account creating ads.

It is 110 pages long, with some color pages.

Helpful AdWords and Online Marketing Definitions and Abbreviations Used in this Book

AdRank/Positioning

An ad's position is based on its Ad Rank, which is determined by your keyword or Ad Group's maximum cost-per-click (CPC) times the matched keyword's Quality Score. For the top positions above Google search results, however, we use your ad's actual CPC to determine its position.

Ad Variations

Ad variations are multiple versions of an ad for a single product or service, all based on the same set of keywords. Variations are a good way to test many versions of the same message to see which works best with potential customers.

Click-Through-Rate (CTR)

Click-Through-Rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions).

Conversion

When a user completes an action on your site, such as buying something or requesting more information.

Conversion Rate (CR)

The number of conversions divided by the number of ad clicks. Note that the conversion rate should not be greater than 100%. Conversions are only counted on Google and some of our Google Network partners. The conversion rate is adjusted to reflect only the ad clicks on which Google can track conversions.

Daily Budget

The amount you're willing to spend on a specific AdWords campaign each day. AdWords displays your ad as often as possible while staying within your daily budget. When the budget limit is reached, your ads will typically stop showing for that day Destination URL

When you create your ad, you'll specify a display URL and a destination URL. The destination URL is the exact URL within your website that you want to send users to from your ad.

Display URL

This is the URL displayed on your ad to identify your site to users. The green text in the sample ad below is the display URL. Users clicking on this ad have a clear idea of the website or landing page to which they'll be taken when they click on that ad.

Keyword

The keywords you choose for a given Ad Group are used to target your ads to potential customers.

Landing Page

An active web page where customers will 'land' when they click your ad. The web address for this page is often called a 'destination URL' or 'clickthrough URL.'

Pay-Per-Click (PPC)

The pricing structure used by some online channels to charge an advertiser each time a user clicks on

the advertiser's ad. The amount is usually set by the advertiser, not by the channel. Also called cost-per-click (CPC).

Prospect

A candidate: someone who is considered for something (in the context of this book, a potential customer or client)

Quality Score

Quality Score is the basis for measuring the quality and relevance of your ads and determining your minimum CPC bid for Google and the search network. This score is determined by your keyword's clickthrough rate (CTR) on Google, and the relevance of your ad text, keyword, and landing page.

Return on Investment (ROI)

The benefit gained in return for the cost of your ad campaign. Although exact measurement is nearly impossible, your clickthrough rate and your conversion rate combined with your advertising costs, can help you assess the ROI of your campaign.

URL - (Uniform Resource Locator)

The address/location of a webpage or file on the Internet.

Beginner, Intermediate or Advanced?

This book is for Intermediate and Advanced advertisers who've already learned how to setup the basic features of a Google AdWords account.

Here in this book, we don't discuss the basics. For those that wish to review more basic Google AdWords strategy, please visit www.MindValleyLabs.com/products, where some excellent free and paid resources on Google AdWords basics are available, as well as more advanced techniques.

AnImportant Note about Google Analytics

Animportant step in creating superior Google AdWords campaigns is the use of Google Analytics, now free with your Google account (until late 2006 Google Analytics would have cost you over $4,000!)

This important subject needs a dedicated book all its own to cover it properly. Google Analytics is not discussed in this particular book.

However, there are a number of online resources available to help you set up and monitor Google Analytics for maximum benefit.

News of Google Analytics training, free Analytics Webinars and other information will become available to you if you sign up for my free series of Google AdWords tips by email at; www.BetterClix.com/adwordsmyths.html

Google AdWords Secret #1

Never Let Google Choose Your Winning Ad

by RogerHall

To use Google AdWords to best advantage, you should always have at least two Ad Variations running in any Ad Group. By doing so, you're always optimizing - trying to 'beat' your current best-performing ad version. And eventually, you'll find new text, or a revised format that works better.

This is a proven, winning strategy in all direct-marketing.

But there's a problem in the way Google addresses this strategy. By default, their Campaign Management panel is set-up so that Google chooses your better performing ad for you. Then Google displays it more often.

Sounds good. But there's a little problem; the Google automatic system typically chooses your 'best' ad far too soon.

You need to allow time for each ad to accumulate around 30 clicks (for example, "ad A" has 40 clicks and "ad B" has 30 clicks), before you can be sure a clear and reliable winner has emerged.

You should always monitor ad performance yourself and choose your own best ad, rather than have Google do this for you.

*Make sure it's **you**who's deciding which ad is better… and not Google*

Go to; **Campaign Summary** >[name of your campaign] > **Edit Campaign Settings**. In the Advanced Options section of the screen, under, '**Ad serving**,' de-select, '**Optimize: Show better-performing ads more often**,' and instead select, '**Rotate: Show ads more evenly**'.

Once the recommended number of clicks has registered, you can see which ad is the better performer. Amend the loser with a slight change, and start the process again. Your aim; continuous improvement.

Summary	Keywords	**Ad Variations**
		1 - 2 of 2 ads.
Clicks ▼	Impr.	CTR	Cost

The Ad Variations tab is where you perform your split-testing in Google Adwords

The Ad Variations tab is where you need to look, to decide which ad is performing better, rather than letting Google decide for you.

I recommend you allow a total of 30-40 clicks (in other words, make sure if you add up the total number of clicks on the two ads, they each total at least 30-40) before you determine the winner.

Then, once you have a winning ad, make a minor change to your losing add (perhaps create a new, slightly different headline. Or perhaps a word in the ad text, or even just a punctuation change) and try to beat your winning ad again.

Only change one thing at a time, and see how it goes – otherwise, you won't know which element of your ad that you changed actually made the difference!

What You Need to UNDERSTAND: Google chooses what they think is your best-performing ad. But their system chooses the 'winner' too darn early. Resulting in inefficiencies in your campaign. So make sure you monitor and determine your own
winner, with more statistically significant data.

MindValley Labs

What is Split Testing?

Split testing is an extremely powerful online marketing method that allows you to test two versions of a web page at the same time. This is why it is also frequently called 'A/B testing.' Whenever you are split testing a page, you have two versions:

Version A: is the control group. This is your existing web page
Version B: is the new test

Your goal in split testing is to always try to come up with a new test to beat your control group. As soon as you have created a new version to test, Google will start to serve the two versions of your page in real-time and show you which ad is performing better.

The art of split testing

To dramatically boost the performance of your PPC ads with split testing, just keep two principles in mind.

1) Test everything

2) Never stop testing

Google AdWords Secret #3

Do 'Sure-Fire' Headlines Work?

MindValley Labs

There are many 'proven' headline formulas if you're looking for new headline ideas.

However, what 'Sure-Fire' headlines are going to get you the highest CTR, and help you succeed with your AdWords campaign?

Well, we put four Sure-Fire headlines to the test for SilvaUltraMindSystem.com [a company which produces personal programming techniques, developed to help people reach their goals].

The headlines were:
• Mind Power Secrets
• The Art of Mind Power
• The Key to Mind Power
• Free Mind Power Course

The first three are all 'proven' headlines that you've likely seen elsewhere. No matter what niche you operate in, you'll often find people using these time tested headline formulas. The fourth headline is a proven formula for Google AdWords, because the word "Free" can often attract lots of clicks.

The results were quite surprising (see image on next page):

The Results

Headline	Clicks	Impr.	CTR	CR
Mind Power Secrets — Over 1 Milllion People Have Taken This Famous Mind Power Course — www.SilvaUltraMindSystem.com	30	1,935	1.55%	33.3%
The Art of Mind Power — Over 1 Milllion People Have Taken This Famous Mind Power Course — www.SilvaUltraMindSystem.com	24	1,738	1.38%	37.5%
The Key to Mind Power — Over 1 Milllion People Have Taken This Famous Mind Power Course — www.SilvaUltraMindSystem.com	19	1,671	1.13%	10.5%
Free Mind Power Course — Over 1 Milllion People Have Taken This Famous Mind Power Course — www.SilvaUltraMindSystem.com	20	1,878	1.06%	35.0%

'**Clicks**' are the number of times prospect clicked on the subject ad.

'**Impr.**' is the number of Impressions (the number of times the ad appeared on a prospect's screen),

'**CTR**' is Click-Through-Rate (the number of clicks on an ad, divided by the number of times it was displayed on screen - presented as a percentage)

'**CR**' is Conversion Rate (the rate at which people are converted from viewing an ad to committing a desirable action on an advertiser's site, such as a sale or registration)

It turns out that "Mind Power Secrets" outperformed all of the other headlines by a significant margin. In fact, "Mind Power Secrets" did 37% better than "The Key to Mind Power" and 12% better than "The Art of Mind Power."

Surprisingly, the headline "Free Mind Power Course" had the lowest CTR. The second surprise is the headline "The Key to Mind Power" has a very poor conversion rate.

What You Need to UNDERSTAND: Firstly, test different "Sure-Fire" headlines. Because not every "proven" headline is going to get you the same response. Testing

everything is always the key to success, because you don't know ahead of time how visitors will react.

[Discover more profit-boosting web marketing secrets and tactics at; www.MindValleyLabs.com](http://www.MindValleyLabs.com)

Google AdWords Secret #8

Try this; in a Google search page, enter the word, 'Google.' How many results do you get?

How to Use Imagination in Your Ad Text to Beat Your Competition

by RogerHall

Over 2.5 Billion?

Zap back to the mid-90's; two students named Larry Page and Sergey Brin are working on a new research project at Stanford University, California. Using the leading search engines of their day; Inktomi and AltaVista, they're entering the word 'Inktomi' into the Inktomi search engine and 'AltaVista' into the AltaVista search engine.

How many results do you think they got; a Thousand? A Million?

Zero.

Larry and Sergey couldn't believe it. Because Inktomi and AltaVista search engines were the leaders, but couldn't even find their very own websites in an online search. This added to the boys' conviction. Now they were sure they'd soon be blasting the competition with their own new creation; Google.

Google didn't get to be king of search and PPC (Pay-Per-Click) by thinking like everyone else. They worked 'outside the box' to develop an alternate plan of attack. The results; obscene profits and domination of the search engine world.

In short, Google used imagination to get where they are today. To beat competitors in your business category you must use imagination too. Here are helpful techniques that'll boost your imagination. While your ad is climbing the Results ladder, you'll be getting far more attention from prospective customers.

Introducing these tips may take a little time and effort (perhaps that's why most advertisers aren't using them). But there are resources available to help you. What's more, these methods won't cost you a penny.

Ask yourself;

• Why are people on a search engine looking for your product or service?

• Remember, you're selling a solution to a problem

• What problems / issues are they trying to solve?

• Your prospect will be asking, 'What's in it for me?' What can you tell them in your ad that will raise their curiosity?

Here are more tips;

• Make it sound easy

• Use surprise

• See what others are doing

• Use rhythm and rhyme in your ads (see Secret #23) to make it sound like a short poem. If your ad text has a good ring to it, it will likely attract more attention

• Use, 'Edgy' writing in your ads (if Google will allow the words you want to use). What is edgy writing? According to the book, 'Spunk and Bite, a writer's guide to punchier, by Arthur Plotnik, it's a more engaging language and style;

1. Prose or poetry that features nervously stimulating action, content or style.

2. Shake up sentence length and rhythm. Startle by what isn't said. Keep trying – if writing 'edgy' came easily it would, well, lose its edge, wouldn't it?

• Try using very mild swear words in your Web page text (damn, kick-ass, kickbutt, etc) - but not in your RogerHall ads, as it likely won't be allowed by the Google system!

• Can you use the words 'How To' in your ad?

- Include the words 'Here', 'Easy', 'Free', 'Now' or 'Instantly'
- Include a question mark (?) in your headline
- Don't do / buy _____ before you do _____
- The secret to _____ is _____
- Use the words 'Free' and 'Tips'

HOT TIP

It takes a lot of energy to write good copy. It's exhausting. You've got to pour your heart and soul into it. The amount of energy it takes to write great copy is why most top writers can't write more than 4-5 hours a day. Most beginning copywriters are never told this and burn themselves out.

Copywriting master Gene Schwartz only wrote for 33 minutes and 33 seconds (he actually used a timer) – then he took a good break.

According to writer Arthur Plotnik it pays to use a good thesaurus (I recommend a paper one rather than online) to;

- Discover more fitting or forceful words
- Find those good words you can't quite recall
- Avoid repetition of words
- Escape clichés and worn modifiers
- Help describe the so-called indescribable, and
- Refine your intended meanings (via related concepts)

Online Sources for creative words;

While you need to be careful with these (you don't want to lose your audience by being too, 'sophisticated') and some are more suited for web pages than Google ads, they can be helpful to give you some ideas;

www.wordspy.com

examples;

wikificatio *n*. The process of opening online content to allow for collaboration from users; to turn an online site into a wiki.

—**wikify** *v*.

shopper's block *n*. The inability to think of a suitable present for a particular person.

www.vocabula.com

example; *Weanling*: a newly weaned child or animal.

Dictionary.reference.com/wordoftheday

example; *Wayworn*: travel-weary.

http://home.comcast.net/~wwftd/

example; *Muzzy*: muddled, confused

HOT TIP

Buy a small item from well-established marketers and have it delivered to your home. Here are a couple of experienced direct marketers;

www.bottomlinesecrets.com by Boardroom and www.rodalestore.com by Rodale, the publisher of Men's Health and Women's Health.

You'll start to receive direct mail from them. When it arrives, instead of chucking it away, take a close

look at what they use for headlines in their direct-marketing.

You can bet their material contains well-tested and winning headlines, sub-heads and bullet points. You can often translate these into winning PPC ads and web pages.

Also, look at the magazine rack in your local supermarket. Headline writers for Cosmopolitan magazine and the National Enquirer are some of the highest-paid in the business. Learn from them for free.

 Sometimes, it pays to allow your subconscious to work on your writing challenges, rather than concentrating on them directly.

For example, master copywriter Clayton Makepeace adds up a series of numbers on a piece of paper. This allows him to engage the conscious part of his brain with the task of adding the numbers, while his subconscious works on generating creative copy.
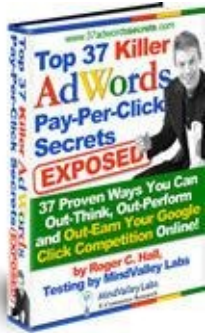
I do something similar, but I find it easier than Clayton's solution. While sitting at my computer, I simply activate the hard-disk defragmentation (defrag) program. Then, I sit back and relax while I watch the defrag program graphic screen show bits of data being moved around, into a more efficient structure.

This helps me relax and allows my subconscious to generate copywriting ideas. I guess in a way, I'm 'defragging' my brain, while I watch the computer screen. Give it a try!

What You Need to UNDERSTAND: There are so many companies and individuals using Google PPC, you've *got* to think differently to stand out from the online crowd. Practice departure from everyday words and thought patterns. It'll give

you an edge few others have. Plus, it's one of the real advantages you can build for

yourself against the larger, more cumbersome companies in your market.

For more AdWords resources and online marketing tips, visit; www.BetterClix.com

HowTo Stop Screwing Aroundwith Google AdWords Now and Actually Get GoogleSELLINGfor YOU.Quickly & Easily!

Google Insider Reveals; "How To Discover More Google AdWords Secrets than Your Competition; YOU'LL Make Money While THEY Lose"

Give me just a few minutes and I'll show you how the full *37KillerAdWordsPay-Per-ClickSecretsExposed* eBook truly can turn your Google AdWords campaigns into winners! When you've read the 5 Secrets in this sample package and you want to try 32 more AdWords Secrets that actually work – 100% RISK FREE. Plus FIVE AdWords-related BONUS BRIBES - discover this web page; [please click]

Google AdWords Secret #11

Use Keywords in your Display URL to Boost Your Quality Score

by RogerHall

www
www

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).

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 sub *directory* 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;
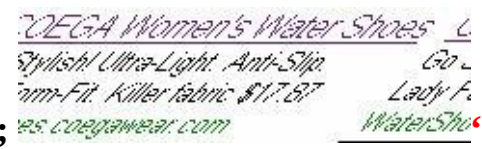
'Water Shoes' search keyword; **'Pool Shoes' search keyword;**

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;

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).

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://betterclix.com/ppctipsonvideowatch.html)
http://betterclix.com/ppctipsonvideowatch.html

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.

[For more AdWords resources and online marketing tips, visit; www.BetterClix.com](http://www.BetterClix.com)

Google AdWords Secret #24

Little Things Make a Big Difference

MindValley Labs

Ignoring Grammar Boosted Our CTR 110%

We want to share a surprising finding with you that would make your English teacher flinch. Sometimes it pays off to ignoring grammar while writing your Google AdWords ads.

In fact, as a rule of thumb we would say it's *always* better to write ads that sound the best. Obviously, what sounds best is subjective. But it is worth testing different iterations, even iterations that ignore grammar.

Nearly everyone can pick the grammatically correct sentence of the following two;

a) "Here are 7 quick tips"

b) "Here is 7 quick tips"

The correct answer is 'a'. However, if you test these two iterations in your Google AdWords ad, you might get very different results.

We certainly did in the following example. In fact, we boosted the CTR of our Google AdWords ads by 100% and our ROI by 20% by going with, "Here is 7 Quick Tips."

Winning Ad		Losing Ad	
Keyword Tool Here is 7 Quick Tips and Tools To Create a Killer Keyword List www.MindValleyLabs.com		**Keyword Tool** Here are 7 Quick Tips and Tools To Create a Killer Keyword List www.MindValleyLabs.com	
Clicks	163	Clicks	49
Impressions	77,217	Impressions	48,138
CTR	0.21%	CTR	0.1%
Conversion rate	8.0%	Conversion rate	6.1%

Potential gain in CTR = +110% CR = +31%

NOTE: CTR is low because it includes content ads

What works best in Google ads, may not please your old English teacher

Perhaps "Here is 7 Quick Tips" just has a better ring to it. Whatever it is, it got us dramatically better results and we are glad that we now know that ignoring grammar can be another powerful way to further optimize our Google AdWords campaigns.

Should You Capitalize Small Words Such as; 'To'? Answer = NO

Check out the following test and see how we boosted the CTR of our Google AdWords ad by 42% by not capitalizing the word 'to.'

We are big believers in testing. And strongly believe that no test that is too small.

HOT TIP Most people don't spend enough time testing different ad copy for their Google AdWords ads - especially when it comes to the tiny things.

But that's an advantage to those of us that *do* test. Because we'll blow every other Google AdWords advertiser out of the water - by getting more clicks, converting more leads, all while spending less on every click!

Check out the following Google AdWords test:

Winning Ad			Losing Ad	
Spiritual Healing Guide			Spiritual Healing Guide	
Learn to Control Your Mind, Body & Intuition Through Spiritual Healing			Learn To Control Your Mind, Body & Intuition Through Spiritual Healing	
www.SilvaUltraMindSystem.com			www.SilvaUltraMindSystem.com	
Clicks	206	Potential	Clicks	61
Impressions	12,744	gain in	Impressions	5,391
CTR	1.61%	CTR = 42%	CTR	1.13%
Conversion rate	18.0%	CR = 12.5%	Conversion rate	16.4%

Be careful where you use capital letters

What this test clearly shows is that a tiny change can have a HUGE impact on results. Here is the good news; making tiny changes takes absolutely no time.

So, when you don't feel inspired to write some great new copy, just test something small and you may be amazed at the huge difference it makes.

Pay Attention to the End of Your Ad Copy

We all want to get better results from our Google AdWords ads. Well, here's one idea that we strongly recommend testing to further boost your Google AdWords ROI.

For this campaign, we were able to more than double our results! What was the trick? We tested the smallest variations at the end of our ad copy.

What were the three options? Just take a look at the three add variations we tested below.

	Clicks	Impr.	CTR	CR
Goal Setting Why Have 1 Million People Used Silva for Goal Setting? Results. www.SilvaUltraMindSystem.com	19	791	2.40%	0.0%
Goal Setting Why Have 1 Million People Used Silva for Goal Setting? Results! www.SilvaUltraMindSystem.com	86	10,211	0.84%	19.8%
Goal Setting Why Have 1 Million People Used Silva for Goal Setting? Results www.SilvaUltraMindSystem.com	24	4,806	0.49%	8.3%

The difference in punctuation is so slight…yet the difference in CR is huge

As you can see, the only change in the above ad copy was the end. The three variations we tested were:

1) Results. 2) Results! 3) Results

While the ad copy differences are minute, the differences in CTR and CR are astonishing!
Finishing with a period (**.**) caused a HUGE increase in the CTR.
Why? We honestly don't know. Even more surprising, none of these visitors ended up converting into leads so the ROI saw a huge drop. The second variation had a far lower CTR (0.84% vs. 2.40%) but it did show a huge increase in the CR.

What You Need to UNDERSTAND: Even the smallest changes can have a huge impact on your results. You need to pay attention to everything, in order to keep
boosting the results of your Google AdWords campaigns.

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

HowTo Stop Screwing Aroundwith Google AdWords Now and Actually Get GoogleSELLINGfor YOU.Quickly & Easily!

Google Insider Reveals; "How To Discover More Google AdWords Secrets than Your Competition; YOU'LL Make Money While THEY Lose"

Give me just a few minutes and I'll show you how the full *37KillerAdWordsPay-Per-ClickSecretsExposed* eBook truly can turn your Google AdWords campaigns into winners! When you've read the 5 Secrets in this sample package and you want to try 32 more AdWords Secrets that actually work – 100% RISK FREE. Plus FIVE AdWords-related BONUS BRIBES - discover this web page; [please click]

About the Author
Roger C. Hall

Before launching BetterClix.com, Roger served in the Canadian Air Force as a pilot for 10 years. Having scared himself in the air, he followed more earthly pursuits and launched two successful businesses, one of which was later sold to a large multi-national corporation. Roger has also worked in management for a large, fast-growing international airline.

This experience has allowed Roger to understand what it takes to take a business from a small start-up to a large international operation.

After having studied technical and sales copywriting, as well as graphic design he became a certified Google AdWords professional.

In early 2006, Roger founded BetterClix.com, a Google AdWords service company offering performance-guaranteed results. His goal is helping web-business builders overcome the significant challenges they face, both online and offline.

Roger can be contacted by visiting; www.BetterClix.com or by email: Roger@BetterClix.com

About MindValley Labs

Action is MoreImportant than Knowledge

You see, the Key to Success in ecommerce is Not Gained By Reading Every eCommerce Manual in Existence

It's knowing what specific Strategies to Implement NOW and how to Implement them in the Most Efficient Way

In business, your most important resources is your time. Don't waste it pursuing ideas or tactics that will not create significant revenue jumps.

Instead Focus on the Things that Matter Most!

The MindValley Way focuses on giving you the insights that have the biggest impact in the least amount of time.

MindValley Labs combined experience includes working for large companies such as eBay, Microsoft and Google; and for startups ranging from single-person bedroom ventures to 100-employee internet companies.

MindValley Labs can be contacted by visiting; www.MindValleyLabs.com

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