AdWords AdWords DUNMIES Howie Jacobson, PhD June 1, 2008 The System Semant Checage It.

Which is the Better Ad? Variations ▼ CTR Cold calling not working? Discover a powerful alternative. Free report and 2 chapter download. www.LeadsIntoGold.com Cold calling not working? Discover an effective alternative. Free report and 2 chapter download. www.LeadsIntoGold.com

Mapping This Ride

- ★ intro: AdWords Scales
- ★ part I: Context
- ★ part 2:After the Click
- ★ part 3:Tracking (TWAFA)
- ★ outro:Takeaways,Tools, and Q&A

Intro: AdWords Scales

- ★ OK to remind ourselves of the basics?
- ★ The Nature of AdWords
- **★** Features
- **★** Benefits

AdWords - What's the Big Deal?

- **★** The Right Prospects
- ★ Get 'Em While They're Hot
- ★ Pay for Results, Not Placement
- ★ "No Duh" Reporting
- ★ Split Testing Nirvana
- ★ Liftoff Fuel for Other Media

Г	Keyword		Clicks	Impr. ▼	Avg. CPC	Cost
	Search total		932	71,791	\$0.09	\$80.20
	All sources total					20,502
Г	diet gout	Q	198	13,856	\$0.07	\$13.78
Г	gout uric acid	Q.	163	10,861	\$0.10	\$15.60
Г	food gout	Q.	130	7,647	\$0.07	\$9.55
Г	gout medical	Q	96	7,020	\$0.09	\$8.52
Г	cure gout	Q.	58	4,739	\$0.10	\$5.53
Г	recipes for gout	Q.	55	3,615	\$0.10	\$5.45
Г	gout causes	Q	25	2,700	\$0.10	\$2.54
Г	foods to avoid gout	Q	26	2,516	\$0.08	\$2.16
Г	pseudo gout	Q.	6	2,399	\$0.10	\$0.59
Г	sudo gout	Q.	21	2,389	\$0.12	\$2.46
Г	treatment gout	Q	45	2,251	\$0.08	\$3.44
Г	gout medicine	Q.	19	1,704	\$0.09	\$1.63
Г	diet and gout	Q.	16	1,408	\$0.10	\$1.54
Г	gout health	Q.	8	820	\$0.08	\$0.66

"No Duh" Reporting







Split Testing Nirvana



AdWords - Liftoff Fuel

- ★ The Four-Hour Work Week
- ★ Split Tested Book Titles on AdWords
- **★** The Secret
- ★ Started as an AdWords campaign before getting noticed by Oprah, etc.

part I CONTEXT

Context: 3 Elements

- I. Experience Distillation into Keyword
- 2. The Howling Dog Search Trigger
- 3. The Search Environment
- I. on page
- 2. off page

I. Experience Distillation

FreeWords - askhowie.com/freewords

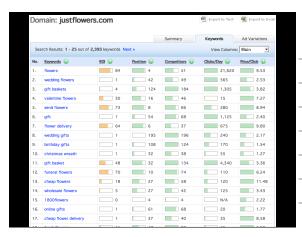
Ke	eyword flowers		Research
#	Keyword	Count	
1	flowers	1141389	9
2	wedding flowers	70577	
3	brandon flowers	37472	
4	hawaiian flowers	29302	
5	tropical flowers	25194	
6	pink flowers	22504	
7	silk flowers	21474	
8	pictures of flowers	19764	
9	send flowers	19169	
10	blue flowers	14686	
11	spring flowers	13331	
12	purple flowers	13276	
13	funeral flowers	13177	
14	flowers for algernon	12610	

Free Words - Drilling Down

K	eyword wedding flowers	Research	
#	Keyword		Count
1	wedding flowers		70577
2	silk wedding flowers		4880
3	fall wedding flowers		2271
4	pictures of wedding flowers		1476
5	white wedding flowers		1136
6	blue wedding flowers		864
7	wholesale wedding flowers		861
8	pink wedding flowers		852
9	flowers for a wedding		788
10	wedding silk flowers		713
11	purple wedding flowers		653
12	summer wedding flowers		601

KWspy.com

- ★ First Stop (your competitors have done the work for you)
- ★ Learn from their mistakes as well as their successes





2. The Howling Dog

★ What was the trigger for the search?

3. The Search Environment









	"Checkmate" Ad Matrix												
Ad	Offer	Features	Benefits	Tone	Call to Action	Reason to Believe	Hook	Keyword					
#1	2 min quote	Reduce by 70%	Debt-free 12-32 mos.	Matter of fact	None	.org URL	Fast/Easy	Headline 2nd line					
#2													
#3													
Your Ad													

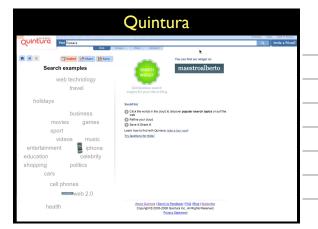
Debt Consolidation

www.usdebtrelief.org Debt free in 12-32mo. Reduce by 70% Debt Consolidation Quote in 2 Min.

herliement	Get more information at www.LYRICA.com	LYR	down for Important Safety Information ICA is indicated for the management of Stromyalgia. I to help people with clabetes manage nerve pain and shincles.
2	Patient Product Informat		
About.co	: Arthritis		
Health Arthritis	> Types of Arthritis > Gout > Gout Diet - Diet and Gout - Food to Avoid	I - Low F	Purine Foods
Essentials • What is Artivitis?	Information on gout diet. Learn about the impact of diet are purine foods and gout nutrition.	nd gout, in:	duding which food to avoid, information on low
Symptoms of Arthritis Diagnosis of Arthritis Treatment of Arthritis 10 Facts You Should Know About Arthritis	☐ Gout ② ☐ Gout: Basic Information ② ☐		
Arthritis Offers @ Diet Gout Plan @ Arthritis Food Diet @ Gout Prevention			eatment Options @ out / GPPD @ Sponsored Links
@ Gout Charries @ Gout Cure What are offers?	Gout is one of the forms of arthritis most affected by diet. If quiz about gout and diet and test your knowledge and ser know what foods to eat and what foods to avoid if you hav	e if you	Gout diet Gout diet. Get That Body You've Always Wanted.
Topics Types of Athvills Jaint Pain Symptoms / Dagnosis Athrits Vadcations	(a) The Gout Guide: Free E-Course Newsletter. We have designed our free newsletter e-course to guide better understand gout. Learn more about gout basics, go gout cause, gout diagnosis, gout treatment, gout preventi- dat, gout medication, and gout research.	out history,	Understanding-WeightLoss.com Gout Food Diet The Diet And Weight Loss Authority, Find Diet Foods Quickly, DietFoods DietNation.com
↑ Treatments / Surgery ♠ Det / Evenise ♠ Pain Relief ♠ Natural Remedies ♠ Doctors / Insurance	G. Gout Screening Quiz Gout is one of the most painful types of arthritis. Do you hi symptoms which are associated with gout? Do you have i which increases the risk factors associated with gout? Tal Screening Quiz.	a lifestyle	Gout Diet We Tested The Top Gout Products Relieve Your Gout Pain Now! www.NaturalCureGuide.com
○ Disability / Money Morters ○ Arthritis Aids ○ Daily Living / Tips ○ Coping Strategies / Sex	(1) The Gout Catz - Test Your Knowledge of Gout How much do you know about gout? You probably heard probeneds? Do you know what you need to do to preven How about the impact of gout diet. Take the Gout Cutz an	nt gout attai	cks? Does your lifestyle put you at risk for gout?

Off-Page Search Environment

- ★ What's shaking on other SERPs?
- ★ Other websites?



part 2 AFTER THE CLICK

After the Click

- I. UFO Site
- 2. Sunshine Followup
- 3. How to Win at AdWords

Do you have a UFO site?



UFO = User Freaking Obvious

- ★ What's the MDA (most desired action)?
- ★ What's the CTA (call to action)?
- ★ Do your website visitors need a training course or instruction manual?









Sunshine Followup

- ★ 7 Hidden Slides
- ★ 5-page report on email autoresponder marketing?

How to Win at AdWords

Visitor Value Highest Visitor Value Advertiser gets to ★ bid the most ★ split test and improve the fastest ★ attract the best affiliates ★ spend the most on customer research and product development ★ enjoy the Winner Take All rewards of the Slight Edge

TWAFA Steps

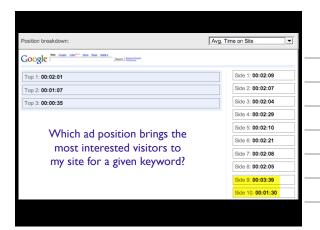
- ★ Testing (asking interesting questions)
- **★** Watching
- **★** Acting
- **★** Filtering
- **★** Automating

"Advanced" Split Testing

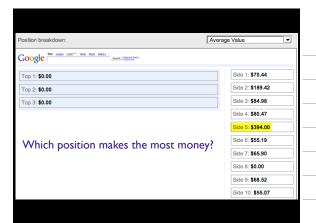
<u>Variations</u> ▼	CTR	Conv. Rate
Cold calling not working? Discover a powerful alternative. Free report and 2 chapter download. www.LeadsIntoGold.com	2.53%	
Cold calling not working? Discover an effective alternative. Free report and 2 chapter download. www.LeadsIntoGold.com	2.28%	

"Gold Standard" Split Testing

\vdash	<u>Variations</u> ▼	CTR	Conv. Rate	Cost/Conv.
	Cold calling not working? Discover a powerful alternative. Free report and 2 chapter download. www.LeadsIntoGold.com	2.53%	10.5%	i
	Cold calling not working? Discover an effective alternative. Free report and 2 chapter download. www.LeadsIntoGold.com	2.28%	14.0%	

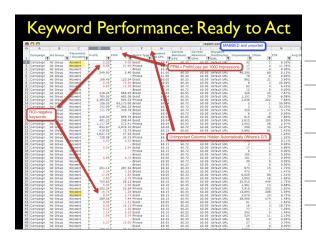






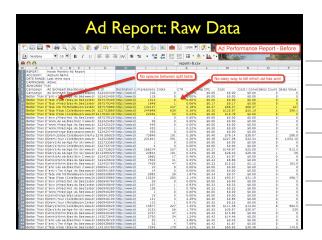
Watching ★ Which keywords are ROI-negative? ★ Which web pages that display your ads are ROI-negative? ★ Which ads make you the most money? ★ Which keywords should you be bidding on (that you aren't)? Four Big Reports **★** Keyword ★ Ad **★** Placement **★** Search Query Keyword Report ★ Which Keywords are ROI-Positive?

			. 0		-	_			sport.csv	_		M				- 0	
REPORT:	Placement,	Keyword Rep	irt.			100	rot EQ	rowe	of 4301	m l				_			
DATE BANGE	Feb. 7, 2006	- May 28, 20	a.			-1"	151 02	TOWS	01 430								
						_				_							
PLACEMENTS ADMITORIDS	TAI																
		Placement /	Match Type	Xeyword Stat N	Seyword Min	Current Max	Current Max	Keyverd Dec	INPRESIDE CICK		CTR	Avg CPC	AVG CPM	Cost		Conversions	Conversion KCost
Campaign Campaign	Ad Green	Earyword Earyword	Exact Physics	Adine	50.60	66.72 66.72	10.00	default SWA	32	- 3	6.23%	60.14	59.66 557.65	50.29 50.88			0.00%
Cempeign	At Greez	Fernerd	Broad	Inactive for a	15.00	56.72	50.00	default 191	12	- 6	0.66%	50.00	59.00	10.55	- 1		0.00%
			Deci					default 191.	46295	50					3.2		
Campaign Campaign	At Group	Rayword Saveton	Physic	Inactive for a	\$1.00	10.40	10.00	default SWIL	70	91	0.00%	10.00	99.00	10.00	2.2		0.00%
Campaign	Ad Green	Eavyword Strongers	BOAR	Active	50.03	10.33	10.00	GROWN DAY	862	21	23.00%	10.40	672.50	50.58	6.1		0.00%
Campaign	Ad Green	Reymond	Broad		50.10	56.72		defeatt titt.	62	- 4		50-21	513.39	59.83		- 0	
Cempeign	At Green	Fayverd	Brood	Active	10.10	\$6.72	\$0.00	defeat 191.	12	0	0.66%	\$0.00	59.60	50.60			0.00%
Campaign Campaign	At Green	Reyword Reyword	Brood	ACHE	10.04	10.55	\$0.00	default 191.	326	25	7.67%	10.27	520.43	15.55	2.2	- 1	8.00%
Campaign	Ad Greep		Physic	Active	50.01	10.33	10.00	default swil	2638	202	7.66%	\$0.39	122.24	\$79.78	2.7	21	10.42%
Campaign	Ad Oreso	Keyword	8495	Adine	50.04	50.72	\$0.00	default swi.	2		50.00%	50.65	\$325.00	50.65	2		100.00%
Campaign	Ad Greep Ad Greep	Reyword Reyword	Broad Broad	Active	10.04	56.72 56.72	10.00	defeat URL	322	17	33.33%	50.61 50.42	\$203.33 \$21.92	97.21			100.00%
Carronico	Ad Green	Benner	Broad .	Active	10.04	10.72	10.00	ANTHUR LIST		- 0	9.55%	10.00	12.50	10.00	1.0		0.00%
Campaign		Rayword	81092				90.00	default swil	615	49			845.12		2.9	- 1	10.42%
Campaign	At Owen	Rayword Streeted	Exact Firese	Active	50.04	10.65	10.00	default SWIL	1619	225	9.50% 2.97%	10.55	533.65	537.57 526.28	2.6		10,36%
Cempeign	At Green	Ferrend	Brood	Action	10.02	10.72	10.00	defealt LAL	250	35	12.67%	10.45	554.59	515.83	1.0		11.42%
				Active					5662								
Campaign	At Group	Keyword	Dist.	ACHIE ACTIE	10.15	10.65	\$0.00	default 195.	22629	425	1.21%	10.57	15.50	9230.11		- 13	2.95%
Campaign	At Greep	Rayword Rayword	Physic	TOTAL TIME SOCIETY	\$0.15	10.79	10.00	default SWL	29479	447	0.11%	10.64	19.74	1217.02	2.1	-	1.79%
Campaign	Ad Green	Erysteric .	Bread	Artist	50.15	56.72	10.00	defeat Lt.	2		0.00%	10.00	10.00	50.00			0.00%
Cempelon	At Green	Reyword	Exect	Adhe	10.15	\$6.72	\$0.00	default LAL	17	- 1	5.88%	\$0.05	52.54	50.65		0	0.00%
Campaign	At Green	Reyword Reyword	Phrase	Active Active	10.15	\$6.72 \$6.72	10.00	default 191. default 191.	105		0.00%	\$0.00	\$1.00	10.00			0.00%
Campaign	At Ottoo	Services	Broad	ACTIVE	10.50	10.77	10.00	ONCHART LAND	101	- 1	0.55%	10.00	15.77	10.10	1.1		0.00%
Campaign	Al Greep	Elegence	Breed	Adine	60.50	60.72	60.00	default SWA	30	0	0.00%	60.00	90.00	50.00	2.3		0.00%
Cempaign	Ad Green	Eryverd	Bread	Inactive for si	\$0.50	\$4.25	50.00	default USA	624	0	0.00%	\$0.00	50.00 54.44	50.00			0.00%
Cempaign	At Green	Reyword Reyword	Broad Broad	ACHE	10.05	\$6.33 \$6.33	10.00	defeat 141, defeat 141,	425	15	1,72%	50.26	52.25	53.88 51.55	- 13	- 6	13.33%
		Services.							6629	90	1.32%				5.1		
Campaign	At Greep	Kayyord	Physia	Active	80.03	10.33	80.00	default SWL	1003	16	1.60%	60.18	12.79	12.92	4.4		0.00%
Carryaign	Al Green	Earyword Earyword	Broad Frant	Active	\$0.10	60.45	60.00	default SEL	25900 1961	449	0.68%	60.37	55.45 52.66	6367.07	6.8	3	0.00%
Campaign	Ad Green	Reyrood	Phrase	Active	\$0.10	\$6.35	50.00	defent 141.	7919	153	1.53%	56.27	55.26	541.66	6.5		1.31%
			Broad	Active			\$0.00		13094	200	1.59%				5.6		0.49%
Campaign Campaign	At Group	Reyword Services	DOG	ACIVO ACIVO	80.15	10.50	10.00	default SWL	2079	22	0.75%	10.37	12.74	1222.84	5.6		0.00%
	At Dress	Elegent	Enail.	Active			60.00		91	476	1.64%				6.0		0.00%
	Ad Green		Physic	Ading	10.95	54.25	50.00	defealt LAL	16	- 3	18.75%	50.10	518.12	50.29			0.00%
Cempeign	Ad Green	Reyword	Brood	Active	10.10	56.25	\$0.00	defeult LAL	22		1.31%	\$0.10	51.30	\$9.19	6.5		0.00%
Campaign_ Campaign	At Green	Reyrond Reyrond	Physic .	ACHIE ACHIE	10.10	10.25	10.00	default 191. default 191.	342 524	- 11	2.10%	10.13	12.74	\$1.14	6.7		0.00%
															9.2		
Campaign	Ad Greep	Elegente	Physie	Addiso	50.05	10.33	\$0.00	default sits.	27		3.71%	50.27	\$10.00	50.27	9	0	0.00%
Campaign	Ad Green	Revised Revised	Exact	Inactive for s	10.50	50.40	50.00	defeat ses.	10	55	0.66%	50.00	59.00	50.00	3.6		0.00%
Campaign	At Green	Reyrord Reyrord	Broad Faart	ACHE	10.20	10.33	\$0.00	default 191. default 191.	4934	- 55	1.11%	10.27	53.66	\$15.09		- 1	1.82%
		TOOTS OF			20.20	80.40				_	2.4410	85.17					2416



Ad Performance

★ Which ad makes me the most money per impression?





Placement Performance

★ Which sites send me ROI-positive traffic?

Placement	: P€	erfo	orn	nar	ice	: Ra	aw	Da	ta	
800							repo	rt-62.csv		
	E	F	G	Н	1	J	K	L	M	N.
1 REPORT: Placement Report 2 ACCOUNT: My Account										
3 DATE RANGE: Feb 7, 2008 - May 28, 2008										
4 Campaign Ad Group URL Ad Variation			CTR	Avg CPC	Avg CPM	Cost			Cost / Conve	Avg Vi
5 *00000ED FORMING HARMAN FORT	3470 2504	102	2.94%		\$3.97 \$8.25	\$13.76 \$20.67	0	0.00%	\$0.00	
7 +0000000 Ancient annual of Text	4159	101	2.52%		\$5.01	\$20.84		0.00%	\$20.84	
8 *00000FE FORMING +++-MORE Text	117535	625	0.53%		\$5.01 \$1.08	\$20.84 \$126.55	10	1.60%	\$20.84	
9 *0000000 FOOTOO G GGGGGGGGGGGGGGGGGGGGGGGGGGGGGG	4489	112	2.49%		\$1.00	\$20.15	20	1.79%	\$10.08	
10 +0000000 pietowe @www.e.a.Text	640300	526	0.08%		\$0.31	\$195.99	- 4	1.52%	\$24.50	
11 +coopen received above and	5408	289	5.34%		\$14.10	\$76.26		2.08%	\$12.71	
12 • googles: Procesting & got partitext	48396	235	0.49%		\$1.44	\$69.93		0.43%	569.93	
13 +00000ED INDEXPOS	43147	132	0.31%		50.84	\$36.31	4	3.03%	\$9.08	
14 AGAGGED PROFESTION AND AND TOP TOP!	46535	446	0.31%		\$2.25	\$104.66	12	2.69%	\$8.72	
15 • googles: Periestre • managed Text	1542	143	9.27%		524.67	\$38.04	2	1.40%	\$19.02	
16 OMAGE OMAGE - WIE - O-Text	6251	210	3.36%		\$10.04	\$62.73	1	0.48%	\$62.73	1.
17 OMINGO - PRODUM - MICE - O-Text	575	119	20,70%		\$42.82	\$24.62	0	0.00%	\$0.00	.,
18 YURNE TO A TORONIA OF TOXI	2546	349	13.71%		524.22	\$61.67	7	2.01%	58.81	
19 -yesten a -yesten a - teren on Text	89967	3614	4.02%	50.40	816.21	\$1,457.93	52	1.44%	\$28.04	
20	46179	1180	2.56%		\$6.32	\$291.85	4	0.34%	\$72.96	
21 august and yarmengry grand are Dynamic ima	15800	129	0.82%		\$0.33	\$5.16	0	0.00%	\$0.00	
22 Note that the same of the same Text	16089	192	1.19%	80.14	\$1.68	\$27.10	0	0.00%	80.00	
23 Williams Williams Charles will Toy!	1888	107	5.67%	\$0.25	\$14.09	\$26.60	5	4.67%	\$5.32	
24 Williams of Williams of Days Self-Text	2921	190	6.50%		814.21	841.50	3	1.58%	\$13.83	
25 With the With the contradent Text	2556	219	8.57%	\$0.25	\$21.10	\$53.94	6	2.74%	\$8.99	
26 men and men and object Text	73203	3941	5.38%	\$0.23	\$12.14	\$888.67	66	1.67%	\$13.46	
27 men and men and no second Text	5973	494	8.27%	\$0.19	\$16.01	\$95.62	0	0.00%	\$0.00	
28 Non-to-e Nies-to-e - Miss-on Text	122073	592	0.48%	\$0.18	60.85	\$104.32	0	0.00%	\$0.00	
29 Western & Western & GOLD - WARF Text	252991	1891	0.75%	\$0.27	\$2.05	\$518.90	24	1.27%	\$21.62	
30 miles and miles and a separate Text	15236	106	0.70%	\$0.31	\$2.17	\$33.05	0	0.00%	\$0.00	
31 Menter and Menter of the State Text	26546	482	1.82%	\$0.19	\$3.48	\$92.28	0	0.00%	\$0.00	
32 are and are and analysis Text	4699	141	3.00%	\$0.24	\$7.28	\$34.23	1	0.71%	\$34.23	
33 William and William and was a rest Text	2238	103	4.60%	\$0.17	\$8.00	\$17.91	0	0.00%	\$0.00	
34 Wenner of Wenner of war want Text	64717	1427	2.20%		\$5.05	\$326.69	29	2.03%	\$11.27	
35 Wenner & Wenner & work man Text	23419	166	0.71%		\$1.97	\$46.02	0	0.00%	\$0.00	
36 Williams - California - California Text	11070	113	1.02%	\$0.26	\$2.68	\$29.64	0	0.00%	\$0.00	
37 Wenner of Wenner of war and Text	10170	914	8.99%	\$0.21	\$18.91	\$192.28	0	0.00%	\$0.00	
38 Western Western was and Text	10331	659	6.38%		\$15.35	\$158.61	0	0.00%	\$0.00	
39 2010 2010 Text	2774	110	3.97%		\$10.45	\$28.99	1	0.91%	\$28.99	
40 Miles and Miles and white with Text	6663	203	3.05%	\$0.21	\$6.37	\$42.43	1	0.49%	\$42.43	
41 are are and Text	124739	496	0.40%	\$0.27	\$1.05	\$131.50	0	0.00%	\$0.00	
AN THE RESERVE AND ADDRESS OF THE PARTY OF T	144306	2124	2.16%	40.10	44.11	4503.01		0.002	40.00	

Pla	can	ne	nt	Perf	·	cm	an	CO.	R۵	adv	t	Λ	Ct
T la	CEI		ΠL	ı ei	U	Ш	all	_					
8	c d	D			, .		-	Soi	t by "Prof	it" to find al	I the p	pages to	exclude
Ad Group Pro	ен 🕍 Рен	-	URL \$	Impression Clicks	_ C	R s	Avg CPC	Avg CPH	Cost 🛕	onversio \$ Rate	*******	Conversio \$	Avg Value 🛓 Si
6 7000 - 10 - 10 - 10 - 10 - 10 - 10 - 10	30.92		Trees-	2.011	232	11.54%	50.32	\$37,33	75.08	1	0.43%	\$75.08	106
6 Williams	23.79		Mr. 400 - 000 r	6.430	281	4 37%	50.08	53.70	23.79	0	0.00%	\$0.00	
	27.10	1.68	witten.	16.089	192	1.19%	50.14	\$1.68	27.10	0	0.00%	\$0.00	
e Merrere	562.80	7 19	D31996.04	1.688	107	5.67%	80.25	814.09	26.60	5	4.67%	65.32	117.68
can and	271.30	92.88	1-1-1-F-1-1	2,921	190	6.50%	\$0.22	\$14.21	41.50	3	1.58%	\$13.83	104.27
- Industria d	561.82	103.89		5,408	289	5.34%	\$0.26	\$14.10	76.26	6	2.08%	\$12.71	106.35
	604.31		03/200.00	2,556	219	8.57%	50.25	\$21.10	53.94	6	2.74%	\$8.99	109.71
- Wes-	2.192.73		D1:225.00	15.274	1721	4.88%	50.22	815.54	549.04	26	1.51%	\$21.08	105.41
6 Miles - 6	7,816.06		03/10/05/20							$\overline{}$	1.67%	\$13.46	131.89
6 7000-10-10	95.62		02/4954	Red	s bad	here, L	osina m	oney, Exc	clude thes	e pages.	0.00%	50.00	0
e (0)00	27.82		T-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1	10 (12)	111	1.07%	50.25	92.97	27.92		0.00%	\$0.00	
e andress re	5.16		0.000.000	8,800	129	0.82%	80.04	10.22	5.16	0	0.00%	\$0.00	
6 MIS-18-18	346.70		- CHIEFTER	24.879	447	1.80%	50.36	\$6.47	161.00	5	1.12%	\$32.20	101.54
PARTICIPAN	78.02			_	235	0.49%			69.93	1	0.43%		
			\$25.00 P	48,396			\$0.30	\$1.44		-		\$69.93	147.95
	351.02		200-	66,809	180	0.27%	\$0.26	\$0.70	46.88	3	1.67%	\$15.63	132.9
4 (Me)	1,007.81	5.97	200-	168,708	979	0.58%	\$0.36	\$2.09	352.24	15	1.53%	\$23,48	105.06
6 SEEL FRANCE	2,108.83	8.34	20 4200	252,991	1891	0.75%	\$0.27	\$2.05	518.90	24	1.27%	\$21.62	109.49
6 (Side-19-19-19)	92.86	3.83	Mary se	24,243	137	0.57%	\$0.46	\$2.60	63.04	1	0.73%	\$63.04	155.9
ting set	1,408.71	2.29	Marketon Co.	640,300	526	0.08%	\$0.37	\$0.31	195.99	8	1.52%	\$24.50	200.59
e mentered	13.68	15.0	SHA SAFE WAY	912	125	13.71%	\$0.11	\$15.00	13.68	0	0.00%	\$0.00	0
4 meriod	880.00	21 67	- 457 M (20)	30,481	600	1.97%	\$0.21	\$4.12	125.58	7	1.17%	\$17.94	143.65
6 Street and	172.67	6.37	- FITHERS	3,728	143	3.84%	\$0.24	\$9.13	34.03	2	1.40%	\$17.02	103.45
4 200 mm	189.37	20.46		9,254	246	2.66%	\$0.28	\$7.51	69.53	2	0.81%	\$34.76	129.45
e mentered	87.54	1.01		86,742	275	0.32%	80.32	\$1.01	87.54	0	0.00%	\$0.00	
e mentered	33.05	2.17		15,236	106	0.70%	\$0.31	\$2.17	33.05	0	0.00%	\$0.00	0
6 Species	92.28	3.48		26,546	482	1.82%	\$0.19	\$3.48	92.28	0	0.00%	\$0.00	0
d Street and	11.67	6.34		1,840	371	20.16%	\$0.03	\$6.34	11.67	0	0.00%	\$0.00	
4 (Men-4-4	66.25	7.36	01-130031	8,997	317 1248	3.52%	80.21	\$7.36 \$10.99	66.25 362.57	0	0.00%	\$0.00	0
6700-10-0	362.57 490.91	10.99	34544-54							0	1.44%	\$0.00	
6 7000-00-00	60.73		Average	13,809	278	2.01%	\$0.42 \$0.25	\$8.39 \$14.73	115.89	4	0.00%	\$28.97	151.7
4 3000	43.43	14.73	A Victor Man	4,123	246	2,70%	\$0.25 \$0.32	\$14.73	95.52	0	0.00%	\$0.00 \$95.52	138.95
4 (000000000000000000000000000000000000	52.15			60.582	128	0.21%	\$0.32 \$0.41	\$0.00	95.52 52.15	0	0.00%	\$93.52	130.95
6 Million Charles	104.32	0.85		122,073	592	0.48%	\$0.18	\$0.85	104.32	0	0.00%	\$0.00	
	24.62		- MORTOR	575	119	20.70%	50.21	\$42.82	24.62	0	0.00%	\$0.00	
d Without Street	127.90	1.51	and the same of the	84.633	810	0.96%	90.21	\$1.70	143.90	2	0.00%	971.95	135.9
Marian Charles	918.99	19.90		46,179	1180	2.56%	50.25	\$6.32	291.85	4	0.34%	\$72.95	302.71
· owngen	1.308.92			6.251	210	3.36%	50.30	810.04	62.73	- 1	0.48%	862.73	1.371.65

Search Query

★ Which broad and phrase match keywords that I'm not bidding on are making me money?

Acting

Pause Urpause Delete E	dit Keyword Settings							
Keyword		Clicks	Impr.	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv. *
gout uric acid	Qr	163	10,868	\$0.10	\$15.60	9.1	0.61%	\$15.60
food gout	Q	130	7,647	\$0.07	\$9.55	4.5	0.77%	\$9.5

Filtering

Web Page	Cost	Sa	les Value		ofit/Loss
arthritis.about.com/od/gout/a/foodstoeat.htm	\$106.89	\$	768.60	\$	661.71
arthritis.about.com/od/gout/ht/treatgout.htm	\$15.13	\$	35.50	5	20.37
arthritis.about.com/od/goutdiet/Gout Diet Diet and Gout Food to Avoid Low Purine Foods.htm	\$16.89	\$	-	5	(16.89
arthritis.about.com/z/is/o.htm	\$35.06	\$	53.30	5	18.24
arthritis.about.com/cs/goutdiet/a/goutpurines.htm	\$20.57	\$	-	\$	(20.57
arthritis.about.com/z/js/o.htm	\$30.53	\$	73.30	\$	42.77
	\$294.65	\$:	1,037.40	5	742.75



Automating



outro TAKEAWAYS TOOLS Q&A

Takeaways

Tools

- ★ Magic AdWords Button
- **★** Winner Alert

MagicAdWordsButton.com ★ Handles the Following Reports: **★** Keyword Performance **★** Ad Performance ★ Placement Performance **★** One-time sale ★ All updates free ★ Includes training - ebook and videos WinnerAlert.com ★ Email and web interface ★ Alerts you to conclusive split tests ★ 14 days free, \$19.95/month thereafter Special Slide for Non-Attendees To get the deal I presented during the talk, go to: MagicAdWordsButton.com/system But wait until Tuesday 6/3! Also, to get the email report, go to askhowie.com/emailbridge And if you want to be informed if/when I set up a coaching program, let me know at

howie@askhowie.com

Q&A	
Thank You!	
Howie Jacobson, PhD	
www.askHowie.com howie@askhowie.com	