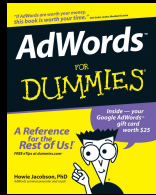


AdWords: Bedrock of Online Success



Howie Jacobson, PhD
June 1, 2008
The System Seminar
Chicago IL

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 1: 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

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

“No Duh” Reporting

Position breakdown:	Avg. Time on Site
Google	00:00:00
Slide 1	00:00:00
Slide 2	00:00:00
Slide 3	00:00:00
Slide 4	00:00:00
Slide 5	00:00:00
Slide 6	00:00:00
Slide 7	00:00:00
Slide 8	00:00:00
Slide 9	00:00:00
Slide 10	00:00:00
Slide 11	00:00:00
Slide 12	00:00:00
Slide 13	00:00:00
Slide 14	00:00:00
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Slide 95	00:00:00
Slide 96	00:00:00
Slide 97	00:00:00
Slide 98	00:00:00
Slide 99	00:00:00
Slide 100	00:00:00

Split Testing Nirvana

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	

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

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

I. Experience Distillation

FreeWords - askhowie.com/freewords

Keyword	flowers	Research
#	Keyword	Count
1	flowers	1141389
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

Keyword	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

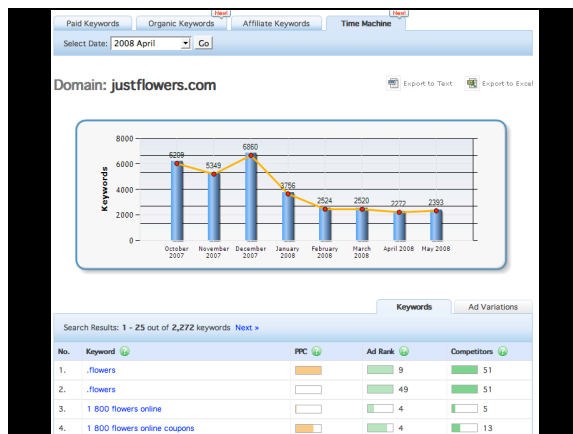
Domain: justflowers.com

Export to Text Export to Excel

Summary Keywords Ad Variations

Search Results: 1 - 25 out of 2,393 keywords Next » View Columns: Main

No.	Keywords	ROI	Position	Competitors	Clicks/Day	Price/Click
1.	flowers	84	4	51	21,620	9.53
2.	wedding flowers	1	42	49	565	2.53
3.	gift baskets	4	124	184	1,305	3.82
4.	valentine flowers	30	16	46	15	7.27
5.	send flowers	73	8	66	280	8.94
6.	gift	1	54	68	1,125	2.40
7.	flower delivery	64	6	37	675	9.80
8.	wedding gifts	1	195	196	240	2.17
9.	birthday gifts	1	108	124	170	1.54
10.	christmas wreath	1	32	38	55	1.27
11.	gift basket	48	32	134	4,340	3.36
12.	funeral flowers	70	10	74	110	6.24
13.	cheap flowers	18	27	58	120	11.48
14.	wholesale flowers	5	27	42	125	3.43
15.	1800flowers	0	4	4	N/A	2.22
16.	online gifts	1	61	68	20	1.77
17.	cheap flower delivery	1	37	40	35	8.58

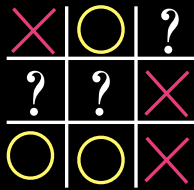


2.The Howling Dog

★ What was the trigger for the search?

3.The Search Environment

Positioning



Google

debt consolidation

Search

Advanced Search

Options

Web

Results 1 - 10 of about 82,300,000 for debt consolidation [definition] (0.12 seconds)

Debt Consolidation

www.usdebtrelease.org

Debt free in 12-32mo. Reduce by 70% Debt Consolidation

Quote in 2 Min

Online Debt Consolidation

www.CareOneCredit.com

Debt Consolidation Online - See Your Savings in 10 Minutes

Debt consolidation

www.BankofAmerica.com

Good Credit Pays Off. Request Up To \$35K For Debt Consolidation

Debt consolidation calculator, debt calculator - MSN Money - 12/20/07
Consolidating your debt in a single low-interest loan can save on interest payments and speed the process of paying off debts. This calculator will help you ...
[moneycentral.msn.com/loans/debtconsolidation-debtmain.asp](#) - 6k -
[getinfo](#) - [similar pages](#) - [note this](#)

Your 3 worst debt consolidation moves - MSN Money
If you're up to your eyeballs, the fantasy of debt consolidation can suck you right in. Watch out for the slippery side of consolidation loans. ...
[moneycentral.msn.com/loans/debtconsolidation/debtmain.asp](#) - 37k -
[getinfo](#) - [similar pages](#) - [note this](#)
[More results from moneycentral.msn.com]

Debt consolidation - Wikipedia, the free encyclopedia

Debt consolidation entails taking out one loan to pay off many others. This is often done to secure a lower interest rate, secure a fixed interest rate or ...
[en.wikipedia.org/wiki/Debt_consolidation](#) - 25k - [Cached](#) - [Similar pages](#) - [Note this](#)

Debt Consolidation Solutions, Settlement, Information - 12/20/07

Debt 10.com Debt Consolidation and Settlement Specialists, Bill Consolidation to help you with your monthly payments.

Sponsored Links

Owes \$20,000+ In Debt?
Take Control With One Low Monthly Payment. Apply Now For Fast Relief!
[www.USDebtReduction.com](#)
North Carolina

Consolidate Debt in 30sec
Sign up Right now!
Reduce debt by 70%. Free Quote Now!
[www.USAdebt.org](#)
North Carolina

BBB Member (866)231-5668
Debt Consolidation - Lower payments
Debt Settlement - 2 - 5 year plans.
[www.ConsumerDebtSolutions.net](#)

Debt Consolidation

Debt More Than \$15,000? Out By 50% Consolidation Without A Loan
[www.Freedom-Debt-Relief.com](#)

Debt Consolidation

Non profit debt consolidation and free credit counseling Apply today.
[ConsumerCredit.com](#)

Get Out Of Debt Today

Help is Here - Debt Consolidation! Free Advice, Free Quote, Non Profit
[DebtCounselingCorp.org](#)

“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.usdebtrelease.org

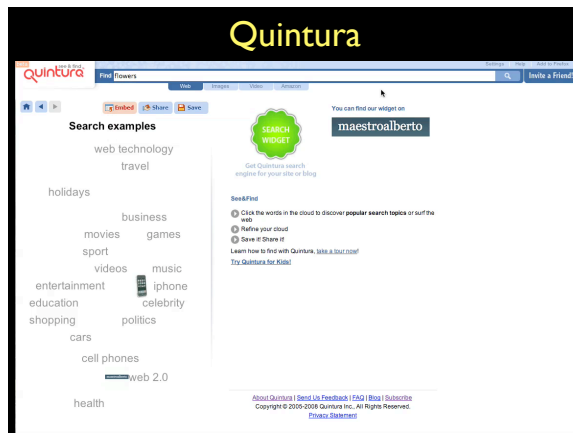
Quote in 2 Min.

Debt free in 12-32mo. Reduce by 70% Debt Consolidation

Sponsored Links

Off-Page Search Environment

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

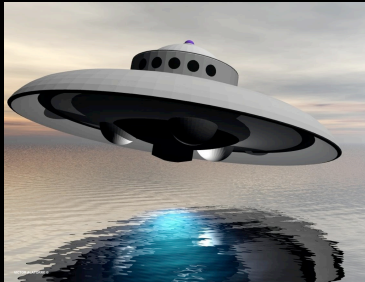


part 2 AFTER THE CLICK

After the Click

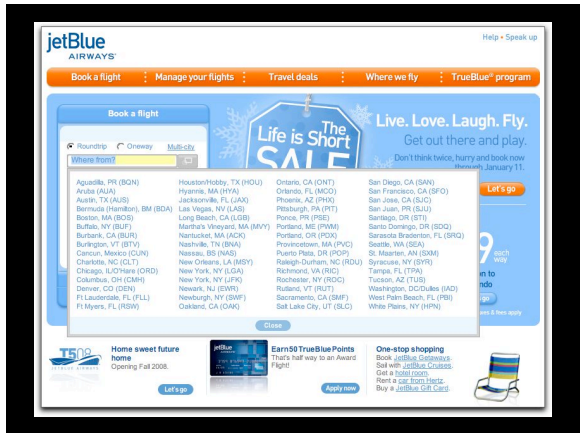
1. UFO Site
2. Sunshine Followup
3. How to Win at AdWords

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

part 3
TWAFA

TWAFA Steps

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

“Advanced” Split Testing

Variations ▼	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

Variations ▼	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%	
Cold calling not working? Discover an effective alternative. Free report and 2 chapter download. www.LeadsIntoGold.com	2.28%	14.0%	

Position breakdown: Avg. Time on Site

Google Web Images Video Maps News Sites More Search | Sign out | Settings

Top 1: 00:02:01
Top 2: 00:01:07
Top 3: 00:00:35

Side 1: 00:02:09
Side 2: 00:02:07
Side 3: 00:02:04
Side 4: 00:02:29
Side 5: 00:02:10
Side 6: 00:02:21
Side 7: 00:02:08
Side 8: 00:02:05
Side 9: 00:03:39
Side 10: 00:01:30

Which ad position brings the most interested visitors to my site for a given keyword?

Position breakdown: Goal Conversion Rate

Google Web Images Video Maps News Sites More Search | Sign out | Settings

Top 1: 0.00%
Top 2: 0.00%
Top 3: 0.00%

Side 1: 0.92%
Side 2: 0.77%
Side 3: 0.12%
Side 4: 0.29%
Side 5: 0.17%
Side 6: 0.00%
Side 7: 0.28%
Side 8: 0.00%
Side 9: 0.00%
Side 10: 1.41%

Which position gets me the most sales?

Position breakdown: Average Value

Google Web Images Video Maps News Sites More Search | Sign out | Settings

Top 1: \$0.00
Top 2: \$0.00
Top 3: \$0.00

Side 1: \$70.44
Side 2: \$189.42
Side 3: \$94.98
Side 4: \$80.47
Side 5: \$394.00
Side 6: \$55.19
Side 7: \$65.90
Side 8: \$0.00
Side 9: \$68.52
Side 10: \$55.07

Which position makes the most money?

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?

Keyword Performance: Raw Data

report.xlsx MABED and unsorted

Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	CPA	ROI
1	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
2	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
3	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
4	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
5	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
6	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
7	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
8	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
9	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
10	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
11	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
12	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
13	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
14	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
15	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
16	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
17	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
18	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
19	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
20	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
21	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
22	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
23	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
24	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
25	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
26	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
27	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
28	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
29	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
30	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
31	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
32	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
33	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
34	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
35	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
36	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
37	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
38	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
39	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
40	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
41	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
42	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
43	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
44	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
45	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
46	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
47	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
48	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
49	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI
50	Campaign	Ad Group	Keywords	Profile	PPH	CTR	Impressions	Clicks	Cost	ROI

PPH = Profit/Load per 1000 Impressions

Unimportant Columns Hidden Automatically (Where's Q?)

NO-negative keywords

★ Which ad makes me the most money per impression?

★ Which ad makes me the most money per impression?

[illegible]

Ad Report: Ready to Act

Placement Performance

- ★ Which sites send me ROI-positive traffic?

[illegible][illegible]

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

Acting

		Clicks	Imps	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.
<input checked="" type="checkbox"/>	gout uric acid	163	10,868	\$0.10	\$15.60	9.1	0.61%	\$15.00
<input checked="" type="checkbox"/>	food gout	130	7,647	\$0.07	\$9.55	4.5	0.77%	\$9.55

Filtering

Web Page	Cost	Sales Value	Profit / Loss
arthritis.about.com/od/gout/a/foodstoeat.htm	\$106.89	\$ 768.60	\$ 661.71
arthritis.about.com/od/gout/a/treatgout.htm	\$15.13	\$ 35.50	\$ 20.37
arthritis.about.com/od/gout/diet/gout_diet_and_gout_to_avoid_low_purine_foods.htm	\$16.89	\$ -	\$ (16.89)
arthritis.about.com/zz/ga.htm	\$33.06	\$ 53.30	\$ 19.24
arthritis.about.com/cv/gout/diet/a/goutpurines.htm	\$20.57	\$ -	\$ (20.57)
arthritis.about.com/a/sa/o.htm	\$30.53	\$ 73.30	\$ 42.77
	\$294.65	\$ 1,037.40	\$ 742.75



Automating

<input type="checkbox"/> ValueClick	<input type="checkbox"/> Sales Count	<input checked="" type="checkbox"/> Sales Value
<input type="checkbox"/> Leads Count	<input type="checkbox"/> Leads Value	<input type="checkbox"/> Sign-up Count
<input type="checkbox"/> Sign-up Value	<input type="checkbox"/> Page View Count	<input type="checkbox"/> Page View Value
<input type="checkbox"/> Other Count	<input type="checkbox"/> Other Value	

[Filter Your Results](#)

Show only placements and keywords that match all of the following criteria:

☒ Clicks ☐ (is greater than) [Reset](#)

☐ Add another condition

☐ Include placements / keywords with zero impressions

4. Templates, Scheduling, and Email

Name Your Report

Template ☒ Save this as a new report template

Scheduling ☒ Schedule this report to run automatically.

Email ☒ Whenever the report runs, send email to:
For multiple recipients, separate email addresses with commas.
☒ with report attached as:

[Create Report](#)

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!

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