

## "Proven Strategies For Raising Your Google Adwords Clickthrough Rate And Spend Less Money Doing It..."

In previous lessons I've taught you how to create your own high paying AdSense keyword lists. I've taught you how to find profitable markets, and finally, I've taught you how to spy on your Adwords competition to ensure that you're letting your competition test your keywords for you... allowing you to take their high converting keywords and using them for your own Adwords campaigns.

In today's lesson I want to cover just how important it is to structure your Google Adwords campaigns correctly the FIRST time. If you do things correctly from the beginning, it'll make your job just that much easier as time goes by.

Then, at the end of the lesson I'll show you how I use [Keyword Elite](#) to help me structure my Adwords campaigns with a few mouse clicks :-)

So, let's start off by showing what the typical Adwords advertiser will do. They'll create a campaign and ad that looks like this:

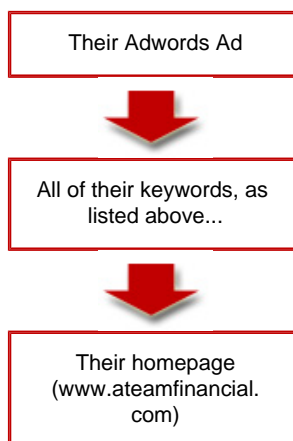
[a team financial](#)  
mortgage & **insurance**  
your success is our passion  
[www.ateamfinancial.com](http://www.ateamfinancial.com)

... and they'll use the following keywords for this ad.

auto insurance quote  
auto insurance rate  
affordable insurance rates  
affordable insurance  
auto insurance online  
health insurance  
california health insurance quote  
california health insurance plan

Then what they'll do is they'll send their visitors directly to their homepage, no matter what keyword the visitor had searched for in Google, to find their ad.

If we created a little organizational chart of their campaign, it would follow this path:



What's wrong with this? Well, there are several things that are MAJORLY wrong with this campaign. Let's list them below:

They've placed ALL of their keywords into 1 single Ad group. You should place only "similar phrases" into their own separate Ad groups.

2.

The headline of their ad is horrible: a team financial  
Really... I'm assuming A Team Financial is the name of their company? I really don't know... They SHOULD have included the main keyword in the title of their ad.

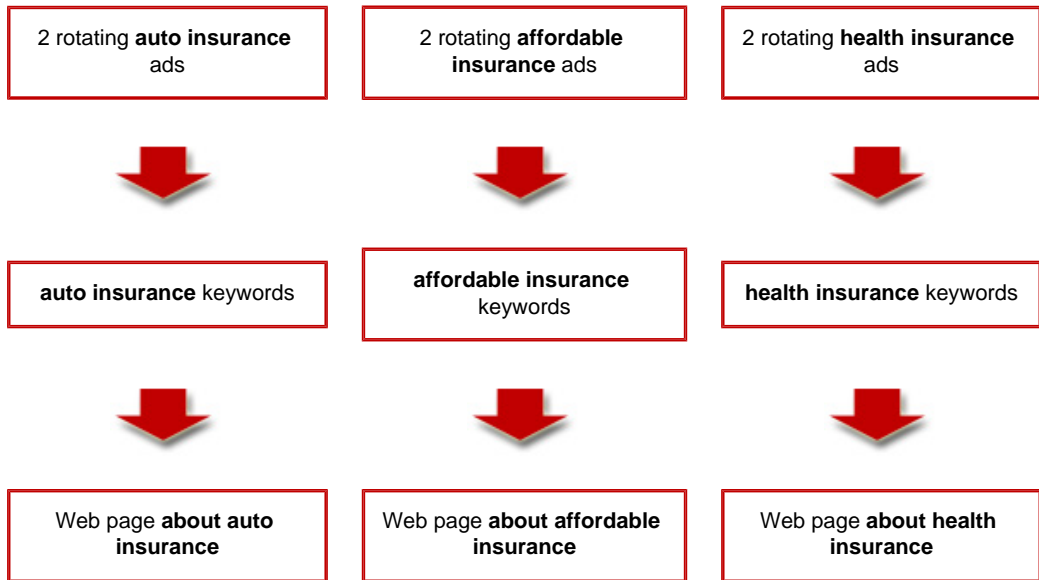
3.

Their ad description talks about what "their" passion is. People don't care about what the company's passion is. The ad should talk about the customer. What's in it for me?

4.

Their ad takes visitors directly to their homepage, for all of their keywords. Each keyword "group" should take visitors to an individual web page designed specifically around that keyword phrase.

Now... Here is how they should have structured their Adwords campaign.



Alright, now what they should have done is grouped their keywords into the following different Adwords groups:

**Auto Insurance**

auto insurance quote  
auto insurance rate  
auto insurance online

**Affordable Insurance**

affordable insurance rates  
affordable insurance

**Health Insurance**

health insurance  
california health insurance quote  
california health insurance plan

Once they've done this, they could write 2 different ads for each of these 3 Adwords groups. The ads would be written to target the main 3 keywords: auto insurance, affordable insurance, and health insurance.

Here's an example of 2 much better written ads for the newly created ad group, health insurance.

[Quality Health Insurance](#)  
Protect Your Loved Ones  
With Top Coverage Insurance.  
[www.ATeamFinancial.com/Insurance](http://www.ATeamFinancial.com/Insurance)

[Quality Health Insurance](#)  
Protect Your Loved Ones  
With Top Coverage Insurance.  
[ATeamFinancial.com/HealthInsurance](http://ATeamFinancial.com/HealthInsurance)

What I've done...

- Added keyword to the headline.
- First line of description contains a benefit. Tells the visitor "what's in it for them".
- Second line of description contains a feature.
- All words have been capitalized
- URL has part of the main keyword as a subdirectory.

In ad #2 I've done the same thing as ad #1, but I've changed the URL by adding a more specific subdirectory.

It's always best to split test 2 ads to see which will give you the highest clickthrough rate. The higher your clickthrough rate, the less you'll pay Google.

So, that's the basics of splitting your keywords up into targeted groups, so you can write specific ads based on the EXACT keyword phrases that people are searching for. Make sense?

Good... That should all be pretty straightforward and easy to do. The only problem you'll run into is, let's say you created a keyword list of, say, 400 keywords.

Splitting those keywords into their own separate ad groups could be a pain and would take forever to manually do... This is where [Keyword Elite](#) comes in handy.

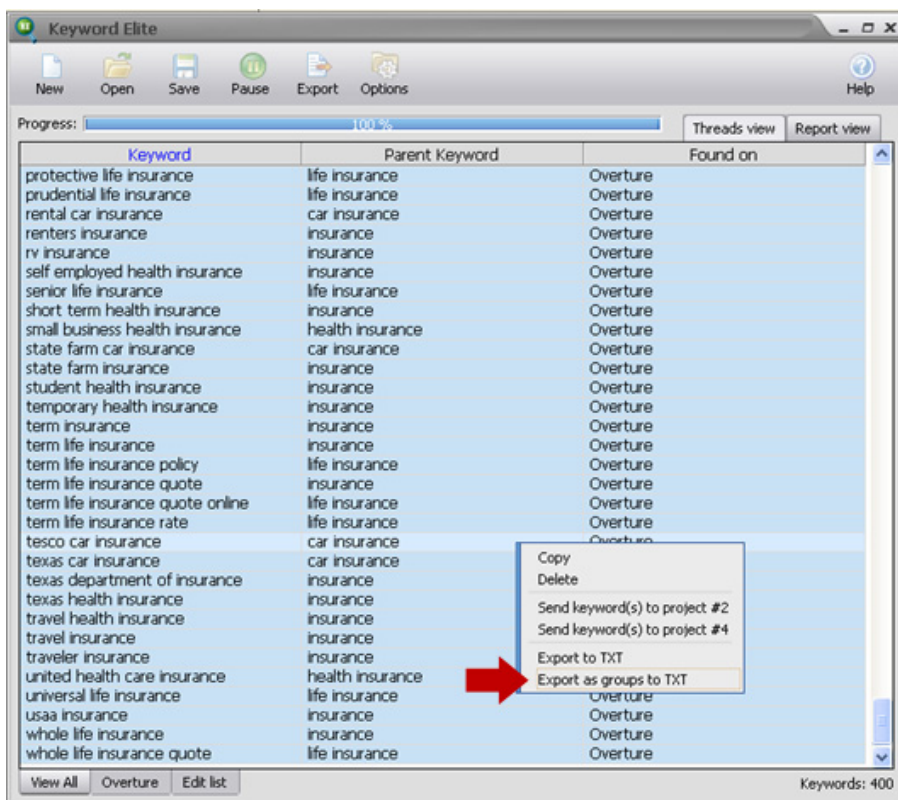
Let's do a quick example so I can show you how I use [Keyword Elite](#) to separate my keywords into their own Adwords groups.

## Step 1

Open up and run project 1 "create a keyword list". We'll enter the keyword "insurance". Under step 3 we'll select "Overture". And under step 4 we'll tell [Keyword Elite](#) that we want 400 keywords related to the word "insurance". We could choose more, but for this example, let's just go with 400. Then click ok.

## Step 2

[Keyword Elite](#) will begin to gather keywords for us, related to the keyword insurance. Once it's finished processing, we'll highlight all of the keywords. Then "right-click" out mouse and select the option titled "Export as groups to TXT".



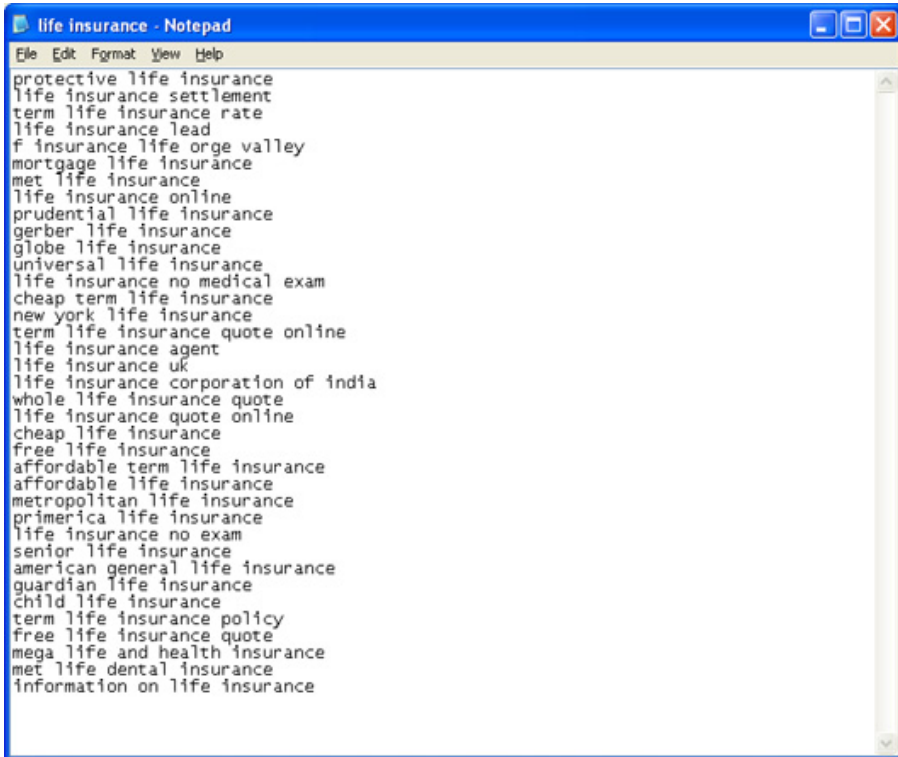
What this will do is it will automatically separate all of our keywords into their own Adwords groups for us! It

will create 1 text file for each group. So, all we'll need to do is open up each text file and paste our keywords into our Adwords account and we're all set. It can't get much easier than that :-)

The text files for our "insurance example" will look like this:



And, for example, the "life insurance" group would contain these keywords:



You'll notice that all the keywords contain the word "life insurance", so you could write 1 ad based on "life insurance". If you wanted, you could also take 1 of these keyword phrases and then use [Keyword Elite](#) to create a brand new keyword list based on 1 of the keywords from this file. This would then give you an even more specific list of keywords, which you could then break down into smaller ad groups...

The skies the limit really.

That's it for this lesson. I hope you can see just how important it is to write VERY specific, targeted ads based on the keyword phrases that your prospect might enter into Google. The more specific your ad is, the higher clickthrough rate you'll get, and the more money you'll make.

The next lesson will be coming soon, so keep on the look out!

All the best,

A handwritten signature in black ink, appearing to read "Brad Callen".

Brad Callen  
Professional SEO  
<http://www.keywordelite.com>

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