

Google AdWords & Beyond... for Extreme PPC Success

Seoza.com is a unique supplier of workshops and information which demonstrate cutting edge methodologies enabling any AdWords PPC practitioner to create thousands of highly targeted keywords, ads and landing pages for virtually any online market niche within 12 working hours and in most cases for no cost of software. The workshop is especially valuable to affiliates, ecommerce sites and accommodation and tourism sites.

What you need to know about this book... in the various chapters that follow you will often see a reference as follows:

“What You Need to Understand.”

The point of this is to highlight in brief the really important points to be absorbed that are relevant to the chapter's content.

This book is not another version of those excellent Google Adwords books authored by Perry Marshall and Andrew Goodman. These books are hard to beat when it comes to an in-depth understanding of how to set up and use the traditional Google Adwords interface.

As the name implies the book goes beyond Google Adwords as most users know it. It is designed to make running any Google AdWords campaign, no matter how complex, super efficient. In a way it starts off where other Adwords books end.

The book forms the basis of the unique workshop that I run called “Adwords & Beyond”.

A broad outline of the book's content is as follows...

- The common denominator in achieving internet marketing success... a thorough and in-depth understanding of keywords and keyword research. This includes an understanding of the “Long Tail” concept.
- How to set up Google AdWords to verify keyword research.
- How to organise the finalized, targeted and traffic generating keywords for Google AdWords success.
- The relationship between searcher needs, the search query and how to use this information to write effective Ads.
- How to set up and manage Google AdWords using Advanced knowledge and techniques for a massive increase in productivity.
- The importance of unique keyword URLs
- The all-powerful free AdWords Tool used by hardly anybody.
- The most important Google Report.
- Discovering EXACTLY what searchers type into Google to get to your site and in real-time too.
- Ongoing discovery of critically important negative keywords
- Sophisticated tools and techniques that make a world of difference to online success with AdWords.
- The science of landing pages & how to use landing pages to convert visitors to your desired objective.
- How to generate hundreds of well targeted landing pages easily and quickly.
- Understanding conversion and the relative impacts of CTR, CPC and Adrank.
- Google AdWords and Search Engine Optimization relationships
- Opening up the secrets of Clickbank affiliates.

Each of these broad concepts are discussed in depth with an ultimate objective of providing the reader with everything necessary to capitalize on the enormous power of Google AdWords.

It is strongly suggested that the reader follows the logical order of the book since concepts illustrated in a chapter are built upon in subsequent chapters.

I strongly suggest that in reading the book, at least for the first time, you focus not on the detail but upon the concepts. Once the concepts, and there are many, are well understood the tools I will discuss will do all the heavy lifting for you.

This book focuses on Google as the leading online provider of search results. Most of the concepts discussed in this book apply to Yahoo and MSN.

Many of the examples used in this book are taken from one of the most competitive of all online markets namely the accommodation sector. This is a sector which allows all of the vitally important concepts surrounding Google AdWords to be explored in depth.

The purpose of this book is not to highlight free tools to accomplish specific tasks. There are many good free tools but most do not go far enough to allow a user to benefit to the maximum from their use. With this in mind I focus on tools that work and are worth far more than the amount that has to be paid to get access to them.

Having said that there is one free and **all powerful tool** that will be explored in depth.

For those who follow and understand the concepts contained within this book this free tool might be just all that's needed to take an AdWords campaign to a dizzy height..

The tools I recommend are tools that I've bought and use as a matter of routine. No one has paid me to use or recommend these tools. In my view you need to buy only 2 tools.

To avoid any possible confusion I will rarely mention alternative tools to the ones I use unless there is a good reason to do so. I have explored many tools and have made my selection based upon the results achieved.

A familiarity with spreadsheets and CSV feeds in particular will be a great help in virtually all aspects of marketing online. A number of techniques not used by most Excel users will be described and illustrated.

Google AdWords and internet marketing does involve handling and manipulating numbers to a greater or lesser extent. It's impossible to avoid this.

On the subject of numbers and when it comes to keyword research which is the first topic covered in the book it's certain that you will need to discover initially hundreds, probably thousands and quite possibly tens of thousands of keywords. Handling such large amounts of data and information is a lot easier than you might think at this stage... so relax for now.

Many of the images in the book are screenshots which means the quality of these images in print is low.

What makes one Google AdWords campaign a success while another one is a dismal failure?

On the assumption that there is a similar demand for the product or service the reason will be in the detail.

For an AdWords campaign to be successful it requires a thorough understanding of the product and the search queries being used to express a problem or need in the mind of the searcher. This means research has to be carried out in the minutest detail to uncover the plethora of expressions used by searchers to express their need or to describe, in a few words, the problem faced and for which a solution is sought at a specific point in time.

This research when used objectively and intelligently will impact significantly on the success of the AdWords campaign

If people don't know that they have a problem or a need then appealing to them using advertising of any form and especially Google AdWords will not result in sales. I know this from personal experience in trying to sell the concepts contained within this book. If people don't know they have a problem with AdWords and worse still if they don't even know that AdWords exists it's highly unlikely they will be searching for what I offer.

There are no shortcuts to success with Google AdWords... however there are powerful tools and techniques that improve the chances of success enormously. This book is about those little known and even less used tools and techniques which make the BIG difference.

This book is not full of fluff. It is not an "Idiot's Guide to ...". The book does not consist of pages full of monotonous step by step instructions. You will be disappointed if you expect every single function available on every AdWords screen to be discussed. It assumes the reader has sufficient interest as to want to explore important concepts in greater depth and especially with relevance to the reader's unique situation. The book is no substitute for actually doing the work and using the tools. It is meant to motivate. It is meant to encourage you to learn from others rather than re-invent the wheel.

Good news & bad news... There is a learning curve which cannot be avoided... always bad news. This learning curve will preclude most competitors from actually competing well. That should be good news.

The tools and techniques described here work. Bear in mind, however, in the end you have to DO it!

"You are not advertising to a standing army; you are advertising to a moving parade"... David Ogilvy.

*All you need do is: Research... Promise... Fulfill. Then be prepared to Monitor... Measure... Change.
Herein lies the power of Google AdWords!*



Tony Roocraft

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PS... Always remember to consider... What does your product do that others don't? Who is the product for? and what promise does the product hold for the buyer? This is called a Unique Selling Proposition and it's determined use will set you apart from most competitors.

What This Book & Its Contents Can and Cannot Do...

It will not promise you untold riches in a few days.

It will not solve all your business problems.

It will not take the place of other good ideas that contribute to the success of an organization.

Is not a substitute for face to face discussion and comittment

It will not absolve you from the need to pay great attention to detail.

It will become a most valuable resource.

It will produce incremental sales at a known cost and probably at lower cost than any other sales medium.

It will encourage you to run AdWords in-house

It will become the reference you will use for all future expenditure on internet marketing opportunities

What the Author Can and Cannot Do

He is not an advertising expert in the normal ad agency sense of the word but is a highly experienced online advertiser and marketer.

He cannot guarantee success since this depends upon your actions. Success **you will have** if you implement the techniques and strategies advocated.

He cannot force sales upon unwilling consumers or those who have no need for your product.

He can guarantee access to cutting edge tools and methodologies which place an organization ahead of competitors in the same markets. Such systems can work in virtually every conceivable market.

He can provide the experience and knowledge gained from being a hands-on AdWords and search practitioner

He will help you to overcome any learning curve and for a reasonable time-based fee help you to make a campaign successful if you believe you need such help.

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