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Google AdWords: A Tool for Effective Internet Marketing

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Abstract

Google is made AdWords a tool for marketing products and items on Internet. This is a very important tool for e-adverting platform having featured and controls to advertise own created information products and services. The paper gives an overview on the Adwords system and its features.

Keywords: Google AdWords, AdWords, Pay Per Click, Internet Marketing.

Introduction

Google is made AdWords so easy up a running a mirror of minutes. This is a very important tool for e-adverting's platform form fill with featured and controls. In this research paper helps to you understand how are work with Google AdWords and to earn money from a website. This paper helps how to set up your ad campaign with AdWords and how to do this correctly so that you maximize your return on investment with Google.



What is

- Google AdWords is a form of search Engine /marketing.
- When people search a terms, part of the results are ads.
- These ads are shown when a person bids on those keywords.
- You only pay when someone clicks throughs your ads.
- You set the cost per click you want to pay.
- The ads are shown on the Google Network which reaches 80% of internet user.

Benefits of AdWords

Reach: Access to 80% of internet user world wide

Cost: Lost cost for high ROI

Pay: Only when users click on your ads

Flexibility: Start advertising quickly

Unlimited changes whenever you want

You can target ads to the specific location & language of your customers

Timing: Ads are seen by users looking to purchase

Reach: your audience at the right time, with the right message

Measurements Tracking and reporting allow for continuous improvements

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Google AdWords Accounts



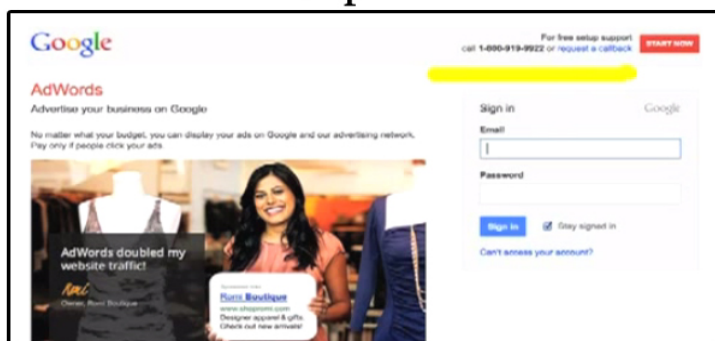
Each level has different settings that determine specific of where and when your ads will show up

| | | | | |
|---|------------|--|-----------------|-----------------|
| Each lever has different settings that determine specifics of where and when your ad will show up | | | | |
| Account | | | | |
| Online electronics store | | | | |
| Campaign | | | Campaign | |
| Televisions | | | Cameras | |
| Ad Groups | Ad Groups | | Ad Groups | Ad Groups |
| Flat Screen TVs | Plasma TVs | | Digital cameras | Compact cameras |

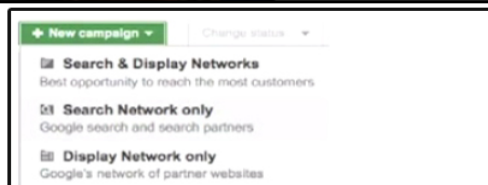
Tip! Be specific when creating your Account levels!

Step1: Create Your Account

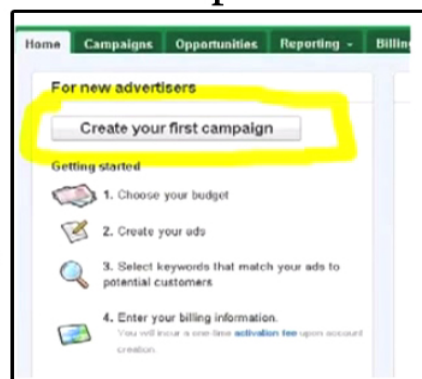
Step 1



Step 3



Step 2



You can choose to use an existing Google account- such as one you use Gmail with or make a new one. Follow the steps to set up your account these settings include time zone, currency

Step 2: Create your first campaign

Step3: Pick your campaign settings

At the campaign level you'll choose such settings as

Audience language and geographical location
 Networks and devices
 Daily budget

Step3: Create Ad Groups

Label your group so you know exactly which each one is

Ex. Audiobooks (Google Search)

- Includes audiobooks-related keywords
- Ads show on Google Search Results

You also determine the Cost per Click here CPC

Step4: Select Your Keywords

There are lots of tools to help you build a list

Ex. Google Keyword Tool, wordtracker.com

Top three tips to help you improve your keyword quality:

- Choose your keywords carefully
- Include relevant variations of your best keywords
- Be specific

Step5: Create Your Ads



Ad Title (25 character limit) and Ad Text (35 Character limit) and Display URL 35 Character Limit.

What Makes Up a Google Ad

Headline: The first line of your ads acts as a link to your website

Line of Text: Use these two lines to describe the product or service you are advertising

Display URL: The last line The text is green is used to show the URL of website you are promoting.

Destination URL: You will set a destination URL which will not be visible in your ad. This is a landing page on your site



Recap of :

Google adwords helps you to get in front of potential clients
 Your ads are shown when someone search on your keywords
 You only pay when someone clicks throughs your ads
 You set the CPC amount you want to pay
 You set your daily budget which helps your control costs
 You can monitor results such as clicks and conversions.

Explains Cost Per Click CPC

Mostly my website owner on the Internet comes from google AdWords. Which I believe is the greatest marketing and selling tool in the history of man, because this tool allows you to target precisely and exactly your most likely buyers. That means, if you use this tool correctly, you waste no money advertizing to people who have no interest in what you are selling. You stop burning money on scattershot advertizing.

How Is Cost Per Click Calculated?

Standard formula for cost per click in AdWords is:

$$\frac{\text{Competitor AdRank}}{\text{YourQualityScore}} + .01 = \text{Actual CPC}$$

As an advertiser, your cost per click will always be less than or equal to your maximum bid, as it is an average of bids against a series of competitors over a period of time. Because of how Google's Adwords Auction works, your actual cost per click is heavily influenced by both you and your closest competitor's ad rank, maximum bid, and Quality Score.

For example, if we bid on the keyword “**Personal Injury lawyer**” our ad might show up in the very top spot on the Google results page.



Figure 1: A Google Search result

In this figure top three link show on here yellow shaded area ,we know that Preferred PPC ads. Google likes these ads not just because these people pay per more. But mostly because Google likes their sites. Show green shadow area above figure Organic or Free search results . This is

not advertise. The sites Google engine combine advertising and search results on their search results pages. On right side see on result about **Personal Injury Attorneys**.

Every time our ad is clicked, sending a visitor to our website, we have to pay the search engine a small fee. When PPC is working correctly, the fee is trivial, because *the visit is worth more than what you pay for it*. In other words, if we pay \$3 for a click, but the click results in a \$300 sale, then we've made a hefty profit.

So how do we actually use Google AdWords?

Let us suppose you run a business that sells 'bananas'. You have a wonderful website that has all the info a banana fan could ever wish for. You don't get many visits to your website, perhaps because it is not a very search engine friendly website – or perhaps you just have a lot of competitors selling bananas as well. So you decide to try Google AdWords. The first thing you need to do is create an AdWords campaign. This is very much like creating an advertising campaign with a brochure or a flyer. Only in this case – your campaign will be online. You create your campaigns within the AdWords website and Google will assist you with each and every step.

- **Your ads appear on Google :** When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you. You attract customers. People can simply click your ad to make a purchase or learn more about you.
- **Set your budget:** There's no minimum spending requirement--the amount you pay for AdWords is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.
- **Avoid guesswork:** We provide keyword traffic and cost estimates so you can make informed decisions about choosing keywords and maximizing your budget.
- **Pay only for results:** You're charged only if someone clicks your ad, not when your ad is displayed.
- **Costs:** Payment in: Australian Dollars and Australia
 Activation fee: \$10.00
 Minimum cost per click (CPC): \$0.01 and up, depending on keyword quality
 Minimum cost per thousand impressions (CPM): \$0.30
 Forms of payment: Postpay: American Express, MasterCard, Visa, and debit cards with a MasterCard or Visa
 Prepay: American Express, MasterCard, Visa, and debit cards with a MasterCard or Visa
 Minimum payment: (applies to prepay only) \$20.00
- **Local and regional targeting :** Set your ads to appear only to people searching in a particular region. Now it's easy to target online customers within, say, 25 miles of your front door.
- **Local business ads:** Get noticed on Google Maps.
 People searching for information related to your business will see your location, contact information, and an image of your choosing highlighted on a map of your area.

Campaigns

In terms of Google AdWords, a campaign encompasses many tools which Google has to offer. A campaign is defined as a **"set of ad groups (ads, keywords, and bids) that share a budget, location targeting, and other settings"**. An AdWords account isn't limited to one campaign, and multiple campaigns are actually encouraged. Based on location, budget, distribution settings, language, etc., individual campaigns can target different components. The purpose of an ad campaign is **"to organize categories of products or services that you offer."**

A keyword is an abstraction that we extrapolate from multiple search queries. A search query is the actual word or string of words that a search engine user types into the search box.

The Importance of Cost Per Click in Search Advertising

Cost-per click is important because it is the number that is going to determine the financial success of your paid search campaigns. Your return on investment, whether you're over- or underpaying for each action, will be determined by how much you are paying for clicks, and by what kind of quality you are getting for that investment.

Our affiliate program from the perspective of the affiliate site



Find keywords
Based on one or both of the following:

Word or phrase (one per line)
online music

Website

☒ Only show ideas closely related to my search terms

[Advanced Options and Filters](#) [Locations: United States](#) [Languages: English](#)

Search

[About this data](#)

| Keyword | Competition | Global Monthly Searches | Local Monthly Searches | Approximate CPC |
|----------------------------|-------------|-------------------------|------------------------|-----------------|
| [online music] | | 135,000 | 49,500 | \$0.56 |
| [free online music] | | 74,000 | 49,500 | \$0.44 |
| [online music radio] | | 6,600 | 4,400 | \$0.51 |
| [online music player] | | 22,200 | 9,900 | \$1.38 |
| [free online music player] | | 5,400 | 2,900 | \$1.03 |
| [free online music radio] | | 2,900 | 2,400 | \$0.57 |

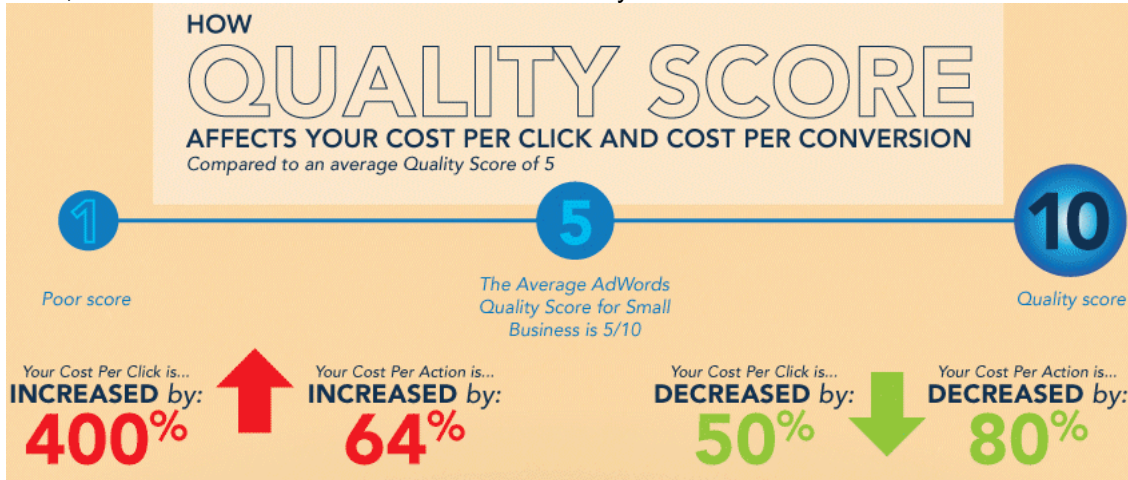
You should not expect to make \$1.38 on your website from this keyword in Google AdSense.

Since the overall ROI of your campaigns is determined by how much you're paying for clicks and the quality of traffic they're bringing in, it is important to think about cost per click in terms of both cost and value. You want to identify and target clicks that are both inexpensive *and* valuable.

Lowering CPC While Maintaining Value so how do you go about lowering the price you're paying for each click, while sustaining (or even improving upon) the value of your visits? Two key paths of action come into play here:

Raise Your Quality Score – Google has created an automated system that offers pricing discounts to well-managed PPC campaigns with high Quality Scores. Currently, accounts with

quality scores of 6 or higher (the average score today is 5) are granted a 16-50% decrease in CPC, whereas accounts with a 4 or lower Quality Score see a 25-400% increase in CPC!



Boost your chances of a drastically discounted cost per click by adhering to Quality Score best practices: Increase click-through rates (CTR) by creating compelling, relevant ads. Build out closely related ad groups. Optimize ad text and landing pages that speak to individual search intent.

Conclusion

Google AdWords is the single most popular PPC advertising system over the Internet. The AdWords platform enables businesses to create ads that appear on Google's search engine and other Google properties. Google AdWords is one of the most popular choices for a PPC campaign. If you're concerned about your budget, AdWords allows you to spend as much or as little as you can. You're not responsible for payment when your ad is displayed; instead, you owe when your ad is clicked. Rates are determined by an automated auction system, and you decide on the maximum amount, or the highest CPC bid, you'd like to spend on each customer that clicks your ad. The higher your bid, the higher your ad's position on the search results page. Bidding higher increases the chances of your target customers seeing, and therefore, clicking your ad.

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