

Top Google AdWords Mistakes

By
Jacobo Benitez

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Dear future Google AdWords expert,

By learning how exactly Google AdWords works right now, you'll have found the fastest and easiest way to start earning big money on the Internet. With AdWords you can start making big profits in just 30 minutes from now.

You just create a Google AdWords account, create a quick, high converting and relevant landing page, setup an AdWords campaign (the right way) and start earning big commissions in minutes by promoting products as an affiliate, or your own products if you have them. Sounds complicated?

Well, it is a lot easier than it sounds, and it can be done in minutes.

No other Internet marketing method will give you such high, quick and easy profits like a well created Google AdWords campaign. Unless you have a big opt-in and targeted list that you could be sending promotional e-mails to every week.

With AdWords, you can have your ad in the first page of Google for any keyword or keyphrase you want to be found with. And while being in Google, you are at the reach of thousands of buying customers everyday. And you can even build that big and targeted opt-in list that I just told you about.

But for Google AdWords to be profitable, you have to avoid some mistakes that most of the Internet marketers are doing right now.

The sad thing is that many people that use AdWords end up losing their hard earned money, because they don't know the correct strategies needed to setup profitable campaigns, and they end doing these mistakes:

- **Setting Initial Bids Too High** – Most of the marketers start bidding \$0.50 or \$1.00+ per keyword and they set their daily bids too high. But this is the worst thing you can do if you are just starting out. You first have to see what the profitable keywords are (the only keywords that make you money) and then focus on them. There are some great strategies I use to do this effectively.
- **Content Network** – When starting a new Google AdWords campaign, people forget to turn “content network” off. Having “content network” on will cause your ad to show in any relevant site that has AdSense ads. But this is not good for you, because your ad will get a lot of views but NOT a lot of clicks. This will cause your Click-Through-Ratio (CTR) to go down and your Quality Score will go down as well, making your ad to rank lower and needing higher bids to activate your keywords. Content network can be profitable if you use it the right way, and I explain how to do it in my new “AdWords Profits 2” ebook.

- **Choosing A Bad Niche** – The “Internet marketing” and “health” niches are very hot, but there is too much competition in there. Just do a Google search and you’ll see how much sponsored ads will show up for those two niches, a lot! So the chances for you to rank high in those niches is very low, or you’ll need to bid too high for your ad to appear in the first page.
- **Wrong And Untargeted Keywords** – Advertising in saturated niches like “Internet marketing” and “health” is possible if you know the correct keywords you must only use. The biggest mistake is to use as many keywords as possible. By doing this, you’ll probably be getting a lot of clicks to your add, but no sales. Because those clicks are NOT from targeted visitors. So you just will be giving your money away to Google with no profits for you.
- **Poor And Non Attractive Ads** – The reason why you are getting low CTR’s to your AdWords ads is because they do NOT give the searcher what he wants. If you want your ad to stand from all others, it has to be different and give the searcher exactly what he is looking for.
- **No Use Of Landing Page** – Using direct linking it’s not the best idea, because Google only allows one ad to be shown per domain. So only the highest bidder will appear for one domain.
- **Bad Landing Page Copywriting** – Not only having a landing page is needed, but a good copy on it is. Most of the landing pages that I’ve seen cannot convince the visitors that the product that is being promoted will help them achieve what they are looking for. If you learn how to write a good landing page, you’ll have done more than half of the sale.
- **Low Converting Products** – No matter how well written your ad is, how profitable your keywords are or how good your landing page is. If you promote a low converting product, you will make no money. Don’t bother promoting products that converts less than 3%. A 3% conversion means that for every 100 visitors, 3 will buy the product you are promoting. There are products at Clickbank, PayDotCom and 7DollarOffers that converts as high as 30%.

If you learn how to avoid these mistakes, you will be able to start earning big money from Google AdWords really quick.

You will learn every must know Google AdWords strategy in the new “AdWords Profits 2” ebook, with real examples of my successful campaigns. After you read it, you will have all the knowledge and skills needed to start making big and quick profits from any Google AdWords campaign that you create. I give you my word for it.

Grab your copy of “AdWords Profits 2” while you still can.

But you must hurry because this great special launch offer will not last long!

Download the new “AdWords Profits 2” ebook at:

www.AdwordsProfits2.com



To your Internet marketing success,

Jacobo Benitez