

Using Google AdWords

It has been said that Google is between you and your customers. Understanding how Google ranks search results is the Holy Grail of marketing and, as in Dan Brown's *The Da Vinci Code*, it appears that figuring out the secret requires a special gift for numerology. If you want to start sending money into the black hole, you can invest in search engine optimization (SEO), keyword and metadata relevancy, and removing barriers to indexing activities of search engines.

Alternatively, you can start search engine marketing (SEM) through tools like Google AdWords where you purchase sponsor links that appear at the top of the search results. I choose this as the first step to marketing your small business because it is an easy, low cost, no commitment way to increase traffic to your website. Along with Google Analytics, it can provide useful information about what people are searching for when they go to your website and why they leave. To start using Google AdWords, all you need is a Google account, some time to consider what keywords should trigger your ad and a budget.

Go to adwords.com and click the "Start" button to create a new account or link your existing account to the AdWords campaign. Once you've set up and verified your account, Google will take you to a wizard where you can create your first campaign. The process could take 20 minutes to 10 hours and depending on the value of your time, might be worth outsourcing with costs for setup running \$750 to \$1000 range.

Here are a few best practices to consider when setting up your initial campaign.

Stick to a budget

1% of annual revenue is a good benchmark, but you can start for as little as you want.

Constantly study your keywords

By looking at what keywords prompt a surfer to go to your webpage, you can learn people's perception of your strengths and weakness.

Using Google AdWords

Review the ads you appear against

Start keying in your own AdWords and see what other organizations are using the same words. If you constantly appear against an unrelated industry, the keyword could be wrong for your business.

Play close attention to your geographical placement

Depending on the business model, the geographical parameters you set can hurt your campaign. Understand which customers you want finding you.

100 clicks tells a tale

Unlike static media, you can and should change your campaigns to decrease bounce rate, increase conversions and promote products based on inventory, incentives and buying habits.

Hi, my name is

Keyword Confused

All this talk about keywords have you scattered? Don't be! We have a great starting tip for you. Did you know that it's possible to see the keywords used by just about every website on Earth with a simple click?

First, go to any website (how about a competitor's?). Pick a blank spot on the page and right-click your mouse. Select "View Page Source."

Whoa! That just looks like a bunch of mumbo jumbo! Patience, grasshopper. If you hit Ctrl+F (Find) and type "keyword," you can view the "meta data" containing the site's keywords. They're listed right there in front of you.

This is a great way to familiarize yourself with a competitor's keywords.

Experiment!

There are no guarantees when it comes to advertising. Some things will work and some things won't. The only way to find out what works best for you is to switch things up early and often. Try dividing campaigns into Ad Groups and letting the great Google tools determine which ads are working best. Then, build on what works and get rid of anything that doesn't. Google AdWords is a landscape of possibility. You're going to learn lots about your company.

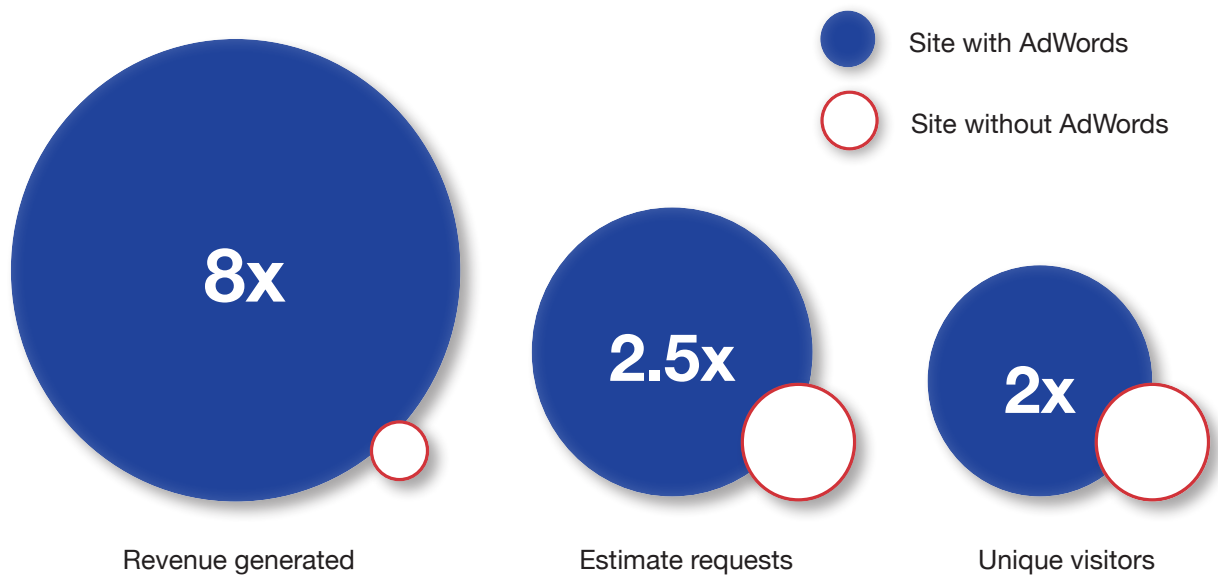
Research

We're operating under the impression that you'll take this step of our marketing program as a kick in the pants to get out there and research a system that has worked so well for so many. Don't stop now, dig up everything you can about AdWord campaigns - trust us, those that succeed like to talk about it. Go find more great resources.

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Our results

We operate two websites at KKHalifax, one of which utilizes Google AdWords to increase traffic. As a result, we're able to track our AdWords success in real time. Take a look at the data comparisons between our two sites.



Our website with AdWords generates eight times the revenue, two-and-a-half times the estimate request and more than twice the number of unique visitors. AdWords has also opened up avenues we hadn't thought to explore. We had no idea, for example, that there was such a huge local market for wedding invitations until our AdWords campaign told us so. With our targeted AdWords campaign, we've quintupled the traffic to our website for wedding invitations.

Look, whether your website is a do-it yourself job or the most extravagant creation of the greatest web designers in the world, people need to find it and get access to the information they are seeking with a minimum of fuss.

Are you excited about Google AdWords but unsure where to start? Contact KKHalifax and let us provide you with a free 30-minute consultation on your first campaign. Call 902.453.5151 or e-mail info@kkhalifax.com