

Effective Ads that create higher click rates

Do you know how you could create an effective Google AdWords ad using pay per click advertising system and helps to drive traffic to your website? These tips will help you create ads that generate higher click through rates, and lower cost per click.

Going for correct audience

It is obvious that you will need to target for the right audience. You could do that simply by selecting the language and countries that you want to target. For example, we could exclude all countries where English is not understood by a large percentage of the population.

Refining your keywords

You could refine your keyword and aims at sub-topics in your areas to cut cost if you have any budget constraints. For example, if your topic is on Golf, you could select Golf Club Your ad will only show when the search is for the exact keyword phrase you have included within the brackets.

Performing a split test

You should always test two or more ads simultaneously. This is what is known as a split test. You will find out which one will produce the higher click through ratio. After which, you should proceed to replace the weaker performing ad with a new one. This process should always be continued so as to identify the highest click through ratio possible.

Tracking the return-on-investment

Although Google tracks the click through ratio of each ad, it doesn't really track the conversion ratio. You will need to use a special tracking link in each ad to track its conversion ratio. One of the ways is to attach each ad with an affiliate tracking system link. This will help you to better monitor whether each of ad will produce a return-on-investment.

Including targeted keywords

You should always include the targeted keywords in the headline and the description of the ad. Google will highlight searched keywords in bold in the ad. This will certainly help to catch the reader's attention. For this reason, ads with searched keywords usually perform better than ones without.

Selling the benefits

As the ad spacing is limited, you should go straight to the point and spell out one or more major benefit in your ad. For example, get healthier, make more money, lose weight, get healthier, and etc.

Including attention grabbing words

Start your headline with an attention grabbing word. For example, Free:, New:, Sale:, etc. Make sure you stay within Google's editorial guidelines.

Using POWER Words that provoke emotion & enthusiasm.

You should use some of the POWER words. Examples of such words are: Limited offer, free, free shipping, cheap, sale, special, limited time, tips, enhance, discover, fact, learn, at last, etc. In addition, you should also use call-to-action phrases. Some of these examples are Buy Today - Save 80%, Download free trial now, etc. You need to ensure that these phrases are specific to your business, or Google may reject the phrase.

Selling Unique Selling Proposition (USP)

You need to spell out in your ad why your project or service is better or different from your competitor.

Linking To Relevant Landing Pages

If an ad is for a specific product or service, you should create a landing page for the ad. In this landing page, you should also include relevant,

appropriate and useful information to convert the potential customer. Normally, a well designed landing page will almost always convert more visitors than if you simply sent the visitor to the home page.

Removing Common Words

As space is limited, you should always try to remove common words. Some of the words are a, an, in, on, it, of, etc. Remove every word that does not absolutely need to be in the ad. You certainly need to make every word count.

Detering Freebie Hunters

Includes the price of the product or service at the end of the ad. This will improve your overall conversion ratio and lower your average customer acquisition cost. However, it will let the potential customer know what they will be expecting.

By doing so it may reduce your click through ratio, but will increase the chances of capturing potential customers. In most cases, freebie hunters will never become paying customers.

About the Author

Patrick Sia is the man behind Income-Internet-Business.com.

He's a passionate believer in the power of technology to better the lives of everyone and his passion and drive are hallmarks of his attitude to doing business.

Check out

<http://www.income-internet-business.com> for his step-by-step guide to startup a successful internet business.

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