MY NOTE TAKING NERD'S NOTES FROM EBEN PAGAN'S GURU MASTERMIND PROGRAM

Part Three: Google Analytics And AdWords — All Your Questions Answered

HOW DO YOU COMPETE IN A HIGHLY COMPETITIVE ADWORDS MARKET? In a competitive market, you need to be pinpoint accurate. You want to set up a lot of exact match keywords, and probably no broad match keywords. Also, you'll want to look for the long-tail search terms the big guys haven't thought of. You'll want to bid lower, and build up your Quality Score and CTR. This will make your ad go higher and higher even though you're not bidding as high.

NOTE: Long-tail keywords tend to convert very well…these people generally know exactly what they want, and if you can provide it they're very likely to buy. They're typically very low volume though, so you need a lot of them to get significant sales.

HOW DO YOU WRITE AD COPY? Kris thinks QUALITY SCORE first, even before CTR. In other words, he wants to put the keyword into the ad even if something else would get a little higher CTR. He'll usually test one with manual keyword insertion in headline and body, and one with dynamic keyword insertion into headline and body.

A call to action in a clickthrough rate (buy this now, get this now) dramatically helps CTR. Also, ending the ad with some type of "enhancer" such as "lifetime guarantee" or "free shipping" helps CTR. For information products, a good formula is to make the headline specific to the user's problem, and the final line of the body saying you have the solution. For example, "Why Am I Having Migraines" as the headline, and "Get The Cure Here" as the final body line.

You want to make sure that your ad groups never have more than 50 keywords…over this, Google will ignore. Usually, you should have no more than 20-30.

With the content network…GOOGLE IGNORES MATCH TYPES (PHRASE, EXACT, ETC.)

WHAT IS THE TOP THING THAT BUMPS UP QUALITY SCORE?
There are actually two distinct algorithms for quality score. One determines your minimum bid, and the other determines your ad's position. For the ad position algorithm, the most important thing is your CTR — your landing page does not factor into this algorithm. For the minimum bid algorithm, the most important factor is landing page quality.

WHAT ARE THE MOST IMPORTANT FACTORS IN LANDING PAGE QUALITY? The three most important things are the page title (<title>), the first headline that you give them (<h1>), and links to related, quality information (see example at reconnectyourrelationship.com). Google does not want their users to get stuck in a dead end. Also, your ANCHOR TEXT in links is very important

IS IT BETTER TO HAVE LINKS TO INDIVIDUAL ARTICLES, OR SHOULD YOU JUST LINK TO ONE MASTER ARTICLE PAGE?
You shouldn't just link to an article page with "Articles" as the anchor text…you should have a small amount of links (3-5) with the anchor text containing variations of the keyphrase you're bidding on, like "Nike running shoe" "Reebok running shoe"

DO YOU RECOMMEND FOLLOWING GOOGLE'S RECOMMENDED BUDGET? Definitely not. You should always set your own budget based on conversion and ROI. At first before you have data, you should spend a minimal amount while you test.

IS ONE AD GROUP PER KEYWORD HELPFUL, OR RIDICULOUS? In theory this is helpful, but in practice it takes way too much time. You want to branch out into new ad groups only when you get into keyphrases that have distinctly different meanings. For example, "cancer" and "cancer information" can be in the same group, but "breast cancer" should be in a different group.

HOW DO I USE THE CONTENT NETWORK? The content network provides great volume, but it is a dangerous game. Start with about 30-40% of your search budget when using content network. Whatever maximum

CPC you set for search, you also want to drop that down to 30-40% of what you were bidding. And, you want to MIRROR your search campaign in the content network so that you can measure search effectiveness vs. content network effectiveness. Usually, what happens with content network is that you get clicks cheaper, but the traffic is lower quality and doesn't convert as well.

REPORTING — Usually Kris views conversion reports every morning for ad groups and campaigns, not for individual keywords.

EXAMPLE LANDING PAGES — ReconnectYourRelationship.com. Also, HealthLine.com's search for "lupus" was used as a landing page. Because there was so much information and so many links on the page, Google loved it. Minimum bids were about $.03….however, this page is awful for conversion for info marketers. You have to kind of dance around Google's rules while still accomplishing your marketing objectives. You need to make your call to action into the funnel so strong, that the person doesn't even see the "related links". Also, you can make them look like AdSense — check ReconnectYourRelationship.com's landing page for "heartbreak".

LANDING PAGE NOTE — It is important to have your sign-up box "above the fold", so that the user doesn't have to scroll down to see it.

ARE THERE ANY SPREADSHEETS YOU USE TO SUMMARIZE IMPORTANT ADWORDS METRICS? Yes, you want to look at metrics daily, and also periodically look at long term information.

MSN AND YAHOO NOTE — You can convert all your Google campaigns to MSN and Yahoo.

MSN — Their targeting is good, but their volume is awful. You'll probably get 10% of the traffic. BUT — they've got a ton of demographic and buying information. Generally you'll get traffic that converts much higher than Adwords.

Yahoo — It's like a midway point, traffic converts better than Google but volume is higher than MSN. Their user interface is pretty bad though…however, they're improving through modeling their interface off AdWords.