

Title:

Adwords Top Tips: Create Your Own Adwords Miracle!

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Summary:

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Keeping Track On Your ROI (Return on investment)

This is one statistic that you really need to know. You need to know where your conversions ar

Keywords:

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Article Body:

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How to Improve ROI?

Conversion rates will need to be improved. This can be achieved by:

Traffic Quality ~ One of the major mistakes that new adword users make is bidding on to genera

Ad Copy ~ Try some simple split testing. Test the same ad, but with different headlines. Make

Landing page ~ Do you have your own landing page?

If you are only direct linking to the merchants page then this will not apply to you, although

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