Title:
Improve Your Google Adwords Search Engine Ads

Word Count:
451

Summary:
The haiku-sized blocks of text that show up when people hunt for information on Google or Yaho

But when I look at search engine ads both when I´m searching for information and when clients

Keywords:
search engine ads,online ads,advertising,pay per click,Google,Adwords,copywriting,marketing

Article Body:
The haiku-sized blocks of text that show up when people hunt for information on Google or Yaho

But when I look at search engine ads both when I´m searching for information and when clients

If you´ve tested thoroughly and the most mind-numbing ad copy gets the best response, fine. Bu

1. Think your way into the mindset of your target market. What is the problem that sent them s

Language learning is hard?
Not with NL Lessons. Native speaker
tutors you online. Makes it fun!

2. Now inject some emotion into your ad, the emotion felt by your potential customer or client

Foreign language torture?
Learn French, Spanish, Swahili thru
jokes, music. Painless, guaranteed!

3. Imagine several different types of buyers and create ads tuned into each one.

Diplomacy Made Easy
U.S. Foreign Service certified
tutors for worldwide languages.

Inlaws speak Spanish?
Or German, Japanese, 120+ others:
Fun, easy online language lessons.

Pass PhD Language Exams
Graduate-level online tutor makes
passing German, French exams easier

4. Paint a vivid picture of the results buyers enjoy after purchasing your product or service.

Speak Spanish pronto!
Converse like a native for fun,
travel, business. Online tutors.

5. Mention either unusual or popular examples of what you offer.

Japanese for Business
Specialty vocabulary: health, tech,
finance, any industry. Online tutor

6. Emphasize what makes you different from other vendors or service providers ˘ differences th

Easiest language lessons
No grammar drills!
Unlimited live tutor time

7. Edit, edit, edit. Google forces you to be concise by allowing only 25 characters (letters,

Google makes it easy to test different ad versions against one another, and now you´ll have mo