

Title:

Testing Your Google Adwords Search Engine Ads

Word Count:

438

Summary:

I'm not sure why, but many of my clients who place pay-per-click search engine ads like those

Don't let this happen t...

Keywords:

search engine ads,online ads,advertising,pay per click,Google,Adwords,copywriting,testing

Article Body:

I'm not sure why, but many of my clients who place pay-per-click search engine ads like those

Don't let this happen to you! Keep your advertising costs down and your momentum moving toward

1. Compile a small collection of keywords (key phrases, probably) to test for each grouping of
2. Set up the campaign with two or three ads tested against each other for each set of keyword
3. You don't usually need your ads to show up on top, so put in a bid per click that according
4. When you have at least 100 clicks on your best performing ad, delete the poorest performing
5. Then, when you've arrived at a better performing ad, begin fiddling with and adding and del
6. Whenever you're stuck on what else to do about your keywords, test other elements, always j

While this advice may differ a bit from the mathematically correct procedures of testing, it's

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