

Are you getting the most from your advertising budget?

Have you recently purchased an advert in Yellow Pages or your local paper? Well if you have, did the representative tell you that you wouldn't be charged for the advert if it wasn't read? No of course they didn't, that's the risk that you take by using traditional forms of advertising. Thankfully that has now all changed. You can now spend some of your advertising budget on a medium that will only charge you when your prospect reacts to your advertisement. The medium is the Internet and the advertising source is Google AdWords. Each day Google receives hundred's of millions of search requests and it sifts through all the web sites that relate to the keywords it is given. For example if you type "estate agents" into Google it will list over 800,000 websites. You may be lucky and your website comes to the top of the list, but it's very unlikely. What if your webpage link is number 559,912 on the list? Who will scroll through the previous 559,911 to find it?

Important Point – Google is the search engine that 80% of the UK population use when they do an Internet search. In fact many people use the term "Google" to infer they are carrying out a search using the Internet. E.g. 'I'm going to "Google" ABC Estate Agents.'

Depending on which source you believe for an exact percentage, a large and ever growing proportion of all sales enquiries are now generated via the Internet. So how do you get the potential home buyer, who is actively looking for a property, to visit your site rather than visit your competitors? The answer is to use Google AdWords.

Google AdWords

So how does Google AdWords work? To begin with you set up an AdWords account, identify keywords that you think your potential customers will use when doing an Internet search and then link these keywords to your online advert. (Note: The term keyword refers either to a single word or a short phrase) If Google thinks your keyword and advert are sufficiently relevant to the keyword

that is being used in an internet search, then your advert will appear on the right-hand side of the search results page. Adverts can also be displayed on other search engines (such as AOL) and Network Content (other companies' websites) providing these are selected within your AdWords account. Google will also take into consideration your cost-per-click bid price.

What is cost-per-click (CPC)?

In essence you will only pay Google if the prospect clicks on your advert (which takes them directly to your website) based upon the click price for that keyword. Google will tell you the minimum CPC for each keyword but you can set a maximum that you are prepared to pay. For example the minimum bid may be £0.10p per click but you may be prepared to bid up to £0.50p. Google will calculate your actual price when your advert has been clicked based upon variables such as, for example, where the advert ranked (i.e was it top of the list or 20 places below the top, etc.), the relevance of your keywords and what your competitors are bidding. The actual price you pay will be somewhere between your maximum bid and Google's minimum. It works in a similar way to an auction. For each keyword you use in your campaign Google will calculate your average cost per click (Avg. CPC).

Impressions and click-through-rate (CTR)

Google provides comprehensive reporting for AdWords including the number of impressions (the number of times your advert has appeared) and the CTR (the number of clicks you've had based upon the number of impressions.) The CTR for each keyword is calculated as a percentage of the impressions that each keyword has generated. This is very useful data for managing your keywords.

Keywords

Keywords can be used in three basic formats. Let's take the phrase property in Warwick as an example. The way the phrase – property in Warwick - is set up as a keyword will affect the search results. Please note carefully how each must be presented.

- **Broad match:** property in Warwick. (This keyword will be matched to similar search phrases typed into Google's search engine, such as – *new properties in Warwick*. Note the searcher used properties, not property, in their search, plus added the word new, but as a broad match is being used Google recognises the match and also accepts singular and plural spellings.)
- **Phrase match:** "property in Warwick" (This keyword will only match a search with the exact phrase (or single keyword) within the quote marks, such as the following search – *where to find the best property in Warwick*. If the phrase *where to find the best properties in Warwick* was used then Google wouldn't consider a phrase match.)
- **Exact match:** [property in Warwick] (This keyword will only match a search when just these precise words are used by the person carrying out the search. The keyword needs to be set inside square brackets. Google will ignore upper and lower case searches, so Property in Warwick, property in warwick, PROPERTY IN WARWICK will still provide a positive result.

Writing an AdWords Advert

Earlier we spoke of a key disadvantage of Yellow Pages. Now we'll look at another. One of the key advantages with using Google AdWords is the ability to alter the advert if it isn't working. Imagine having a Yellow Pages advert and you provided the wrong telephone number! The downside to Google AdWords is you are restricted to the number of words the advert can contain. Below is an example of the top advert when the term **keyword** was searched using Google. (Note: If the same term was searched again a different advert may appear in the number one slot depending on how advertisers set their

criteria – for example you can set adverts to only appear at certain times of the day, or certain days of the week.)

[Find **Keywords** for AdWords](#)

Discover thousands of profitable
keywords! World's largest database
www.AdGooroo.com

Each Google advert has four lines and each line allows you to use 25, 35, 35 and 35 characters respectively, including spaces. That's just 130 characters, and spaces, to persuade a prospect to visit your website!

Getting the advert worded correctly can have a huge impact upon the number of clicks you can generate. In the past many advertisers used the word "SEX" to grab a reader's attention. The advert then went on to say – "Now that we have your attention we'd like to introduce you to . . ."

Don't try that approach with AdWords! For example let's assume you are an independent agent who specialises in prestige homes in the Warwick area, but you think you can get more traffic to your website by running an advert like this:

[**Halle Berry pictures**](#)

We offer the widest selection of
options in the warwick area
www.abcestateagents.com

You will probably get plenty of visits to your website, but will those visitors be genuine prospects for your business? The answer is more than likely "no" – but you've just paid for each of them to visit your site! (Note: To click on an advert the blue heading must be selected. Therefore, this heading should be grabbing a prospects attention – for the right reasons!)

A better, more specific advert, would look something like this:

[**Prestige Homes in Warwick**](#)

We offer the widest selection of
properties in the warwick area
www.abcestateagents.com

Now all you will be attracting to your website are people looking for a prestige home in the Warwick area, rather than surfers trying to find racy photos of Halle Berry, at your expense!

This article, like many similar articles, was made available free of charge at:

www.online-business-tools.com

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