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Twelve-Step Plan for Optimizing Your Google Campaigns September 25 Teleclinic with Jonathan Mizel

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- 200+ keywords, not 20! Do research & choose wisely
Use tools like <http://inventory.overture.com> and [Wordtracker](#) to get many variations
- Negative keywords and [phrase matching] and "phrase matching"

-free
-blue

red wagon and "red wagon" and [red wagon]
- Logical organization of campaigns & groups

Campaign 1: Bicycles
Group 1: Ten Speeds
Group 2: Dirt Bikes

Campaign 2: Wagons
Group 1: Radio Flyers
Group 2: Red Wagons
- Groups clustered in very tight matches between phrases and ads

Group 1 ("radio flyer")
radio flyer
red radio flyer
red radio flyer wagon
radio flyer wagon

Group 2 ("red wagon")
red wagon
little red wagon
toy red wagon
big red wagon
- Headlines match keywords

Ad for "red wagon" keywords has "red wagon" in the headline
- Take visitors to a highly specific landing page, usually not your home page

<http://MyCoolToys.com/wagons/radioflyer.htm>
not <http://mycooltoys.com>
- Bid conservatively and win with high CTRs, not high bids
- Always rotate and split test your ads & play "beat my control"

Create two ads, always run two ads, and always be split testing them
- Change one thing at a time and get at least 30 responses from your best ad before deleting the loser
- Tricks: Verb changes & capitalization, URL, directory & subdomain changes

Cool Red Wagons vs. Get A Red Wagon Today

cool red wagons vs. Cool Red Wagons

www.mycooltoys.com vs. www.MyCoolToys.com

www.MyCoolToys.com vs. www.MyCoolToys.com/Wagons

www.MyCoolToys.com vs. Wagons.MyCoolToys.com
- Track individual campaigns to opt-in & sales conversion rates
- Delete non-converting keywords & cut your ad cost by 40-80%