



## Thirty Day Challenge 2009 – Training – Day 19

### 2009TDC19c: Setting Up Adwords

Running Time: 14mins



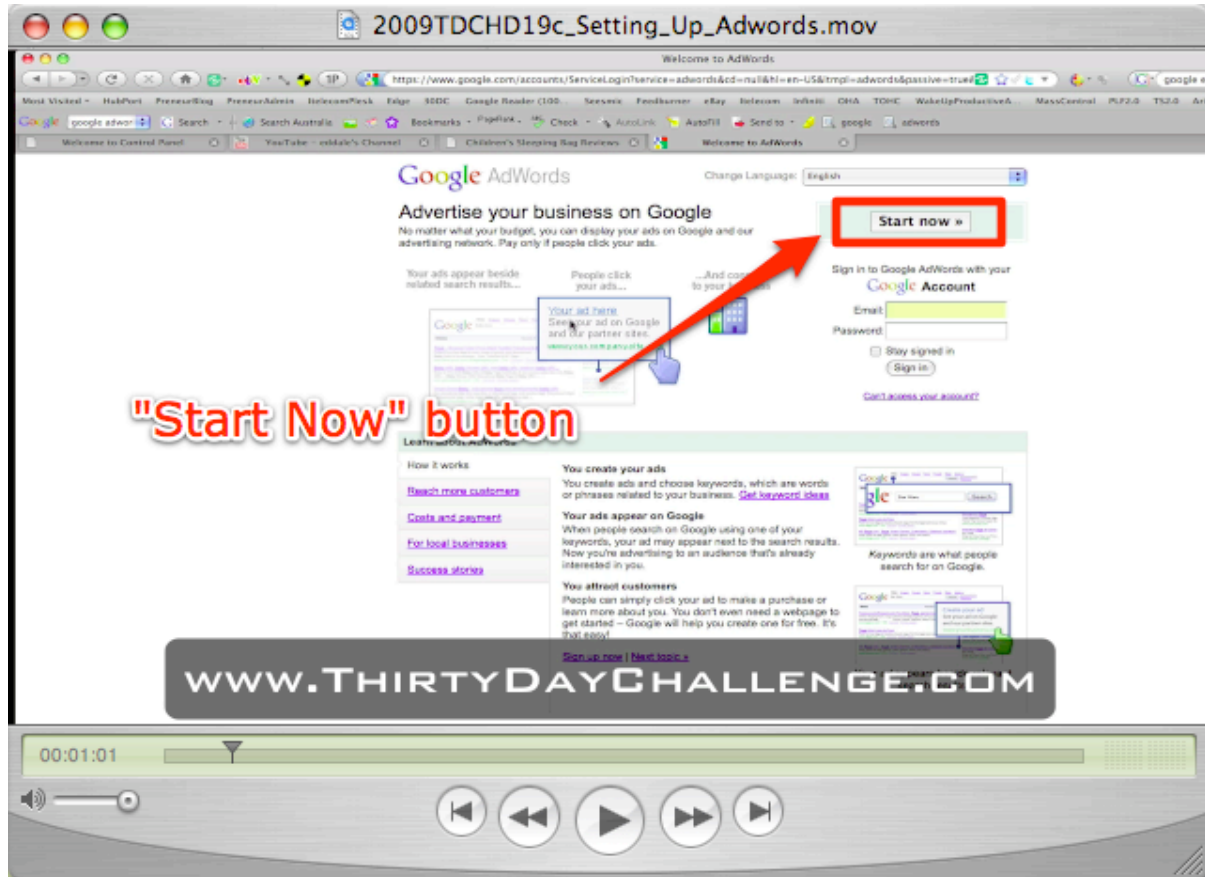
### Intro

For this tutorial, we are going to use my current blog that I set up for this year's Thirty Day Challenge. The domain in <http://www.childrens-sleepingbags.com> and obviously the Theme Keyword for this particular blog is **Childrens Sleeping Bags**, so let's set up an Adwords campaign to try and drive this traffic to the blog quicker to see if people will click on some of the various advertisements, my affiliate products here and **see if this niche is commercially viable**.



## Getting Started

[Starts at 00:00:36]



<http://adwords.google.com/>

The first thing we need to do is get to the **Google AdWords sign up page**. Now one of the easiest ways to do it is just to go to Google and search for Google Adwords, funnily enough. Click on the first link, here, which takes you through to <http://adwords.google.com>, which you can always just type into your Browser Address bar to get to this page.

Now, given that this is going to show you how to set up a new account we have to hit the **Start Now** button and go through the set-up process.

[**Account Signup** page appears]

This will go through all the different steps of getting the account operational and creating our very first campaign. Now I'll just walk through the steps - it's all pretty straightforward. In this scenario **I have an email address and password I already use for Google services** like AdSense, Gmail and Google Reader, so I'm just going to **click that first option** there and I'm going to use that same account for all my Google services - **you can choose to separate them if you want** - so

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just go through whatever option works best for you. I'm going to sign in through childrenssleepingbags@gmail.com, put in my password and hit **Continue**.

Here we are at the **Currency Preferences** page. This is where you choose what currency you wish to pay for this account with. Now, given that I'm in Australia, I'm going to choose **Australian Dollars** - you can always just choose your local currency, it won't make any difference at all - and hit the Continue button.

OK, so now we are good to go. The next step is to **Sign in to your Adwords account**.

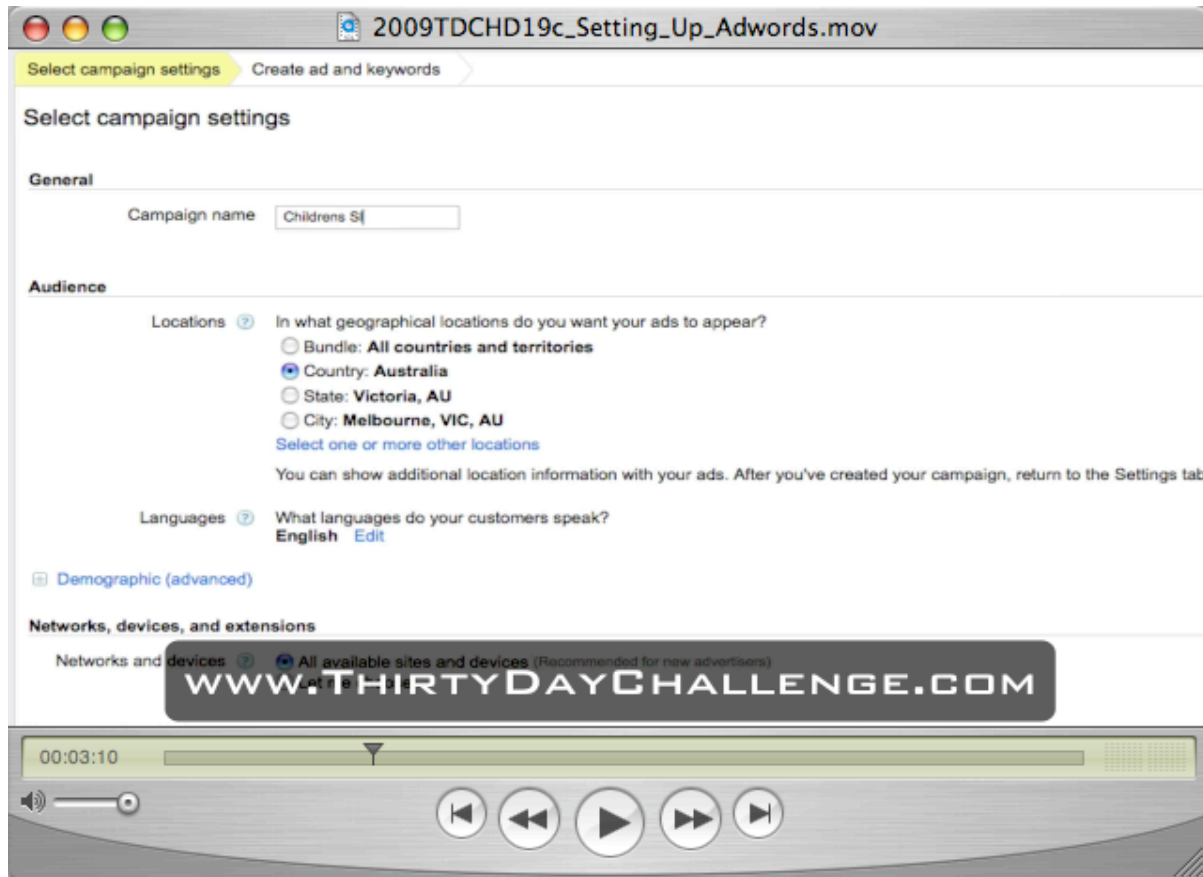
If you're using a GMail address or some other address that's already been authenticated with Google you'll be able to click on a link, like I did just then to get into the Google interface that you're seeing here. However, if you're using an email address for the first time with Google, you will have received an email with a link in there that you have to click, that way it just authenticates and authorises that email address.

In regards to the Adwords interface here, there are two components to it - the right hand side is a Learn More and Help and Guide section that Adwords put together which is definitely worth watching. However, I'm just going to duck into the **Create Your First Campaign** button here and walk through this now.



## Creating Your First Campaign

[Starts at 00:02:59]



So the first thing we want to set up are the **Campaign Settings** - these are the settings of how our Adwords campaign is going to run. So the first campaign we want to target is **Childrens Sleeping Bags** [types in **Campaign Name** Box] This is the main **Theme Keyword** I'm trying to target.

In regards to the **locations**, you can choose All Locations, or just specific locations. I'm actually going to target just **North America** for this, so if I scroll down here and select United States and Canada it's going to select the US and Canada and also Australia too, which I can either turn off or leave. I'm going to save those settings, so that way the ads are only going to be displayed in Australia, Canada and the United States.

Yes, I want to target **English** speaking customers, because my blog and my site is going to be in English.

Now, the next section down here is **Networks and devices**. **We definitely want to choose and eliminate some of the different elements**. We want to **turn off Search partners**. We want to **turn off the Content network, for now** - in a couple of days time I'm going to do a video specifically about the Content network and how we can target that area. We'll leave desktop and laptop computers. We want to **turn off iPhones and other mobile devices** - the reason being is from my testing, I've found that if someone is searching for Childrens Sleeping Bags on their iPhone

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and doing web browsing searches, it's very rare that they're going to go through and make a purchase straight away, so we'll take that off - we don't want to dilute the numbers of our test.

In regard for **Bidding Options**, I will **select Manual** bidding for clicks, because that way we can set the cost per click later on, which we'll do in a moment.

Now we want to **set our budget**. The daily budget represents the **average spend over a month** you want to spend on this Adwords campaign. What you want to try and do is **make this a little more than you'd normally pay**, particularly to start off with, because **Google will support advertisers that are willing to spend a decent amount of money with them**. So I'm going to **set this as \$100 per day** - now obviously, for Childrens Sleeping Bags I could quite easily hit that budget, but if I'm in a niche like Underwater Kickboxing, you're going to find that even with \$100 budget you're going to struggle to hit that.

And we simply hit **Save and Continue** - the rest of those preferences can stay as they are.



## Writing Your First Advert

[Starts at 00:05:20]

2009TDCHD19c\_Setting\_Up\_Adwords.mov

Enter your first ad here. You can create more ads later. [Help me write an effective text ad.](#)

To create another ad type save your incomplete ad group, then go to the "Ads" tab to create your ad.

Headline	{Keyword:Childrens Sleeping Bags}	Ad preview {Keyword:Childrens Sleeping Bags} Independent Reviews, Ratings + Tips On All Childrens Sleeping Bags Childrens-SleepingBags.com
Description line 1	Independent Reviews, Ratings + Tips	
Description line 2	On All Childrens Sleeping Bags	
Display URL	Childrens-SleepingBags.com	
Destination URL	http:// Childrens-SleepingBags.com	

**Keywords**

Select keywords

Your ad can show on Google when people search for the keywords you choose here. Start with 10 to 20 keywords that relate directly to your ad.

Enter one keyword per line.

<Enter new keyword>

Estimate search traffic

Advanced options: match types

Important note: We reserve the right to disapprove ads that violate our advertising policies. You are responsible for ensuring your ads comply with applicable laws.

WWW.THIRTYDAYCHALLENGE.COM

00:05:20

Now the next step is to write the advert and choose the keywords that will trigger the display of that advert. Now as mentioned earlier today, in the first video, the keywords in the advert that you actually choose and write have a huge influence in the Quality Score, which then dictates your cost per click, so it's wise to spend a bit of time writing our your advert. I actually paused this video and spent some time writing what I think could be a good advert. It's all about testing - we'll see what comes back.

The first element of any good headline is what Brent spoke about in one of the earlier videos in the Thirty Day Challenge, about relevance and message-to-market match. You want to ensure that the headline of any advert, whether it be an advert on your blog or an Adwords advert actually gets a person's attention.

Now one really cool little trick of ensuring you actually get their attention and making the ad as relevant as possible is using this little keyword and squiggly brackets. What this does is grab the keyword phrase the person actually used and searched and places that dynamically as you're advert headline - it's a really good way to get the whole message-to-market match and relevance.



So to do that what we need to do in the Headline box is open with a squiggly bracket, write the word Keyword, colon and then your general phrase, in this case being Childrens Sleeping Bags and close that all off again with the squiggly bracket.

### **{Keyword:Childrens Sleeping Bags}**

So what this will do, it will display the phrase that the person has searched, however if that search phrase is too long to display as an Adwords advert headline, it will default back to Childrens Sleeping Bags or whatever keyword phrase you type in there.

The next two lines are the description lines, so you want to ensure that, again, you're going to be relevant and encourage people to click through on your advert.

Another way to ensure relevance and getting those eyeballs is to ensure you have the actual keyword phrase again in the description somewhere. Not only does that help Google's relevance algorithm but it will also bold the keyword phrase, so if someone types in Childrens Sleeping Bags and my ad is displayed and there actually is the phrase or keyword Childrens Sleeping Bags in the description, it will actually bold those words, make the advert stand out and again, try and help get that click through.

The third element is the Display URL and this is how the URL of your website is displayed to users on the Google results page. I always get rid of the http: and the www and all the other rubbish that is around the website and type in the address as minimalist as possible. I use capital letters to ensure it's readable, so Childrens-SleepingBags.com with capital C, S and B will make that stand out a little bit more and hopefully make it more readable and again, make it easier for someone to say "Yes, that is relevant to me" and click on the advert.

And then the final element is the Destination URL and this is the actual landing page people will go to once they click on your advert. In the scenario for today, you always want it to be your website URL - just the homepage of your website.

And that is your advert! We're only going to do one today and we'll worry about some more more and do some more tricky stuff in the next couple of days.

So once we've got our advert down pat, we want to select the **keywords**. Now here we want to enter in **one keyword per line**. We're only going to **target our Main Theme Keyword phrase today**.

The first element we're going to type in is the exact match, so if we do a square bracket, type in your Keyword Phrase and close that off - what this will do is tell Google to only display this advert when someone types in exactly what's inside those square brackets, which is childrens sleeping bags.

### **[childrens sleeping bags]**

Now, I also want to target the Phrase Match version of this, so by doing speech marks around the Keyword Phrase "childrens sleeping bags" - this will tell Google to display this advert whenever the keyword term childrens sleeping bags is shown within the search phrase someone types in.

### **"childrens sleeping bags"**

So if someone types in blue childrens sleeping bags or childrens sleeping bags for winter, this advert will display because the phrase childrens sleeping bags was contained in the full search phrase that person typed into Google. And finally, from the whole Latent Semantic Indexing element that I know



Rob's touched on a couple of times, we want to request that our ad displays for Broad Match searches. So if we simply type in childrens sleeping bags again, without any brackets or speech marks, this will show the advert when someone types in, for example, childrens outdoor sleeping bags or childrens sleeping outdoor bags - whatever Google thinks is somewhat relevant to the term childrens sleeping bags.

## childrens sleeping bags

We can scroll down a little bit further and at the bottom of the page we want to set our **maximum cost per click**. Now this is the **highest price you're willing to pay each time a user clicks on your advert**. I'm going to put in **A\$0.35** - I **always make sure I type 0.35** - if I typed in 35 that would indicate to Google that I'm willing to pay A\$35, which I'm obviously not going to.

I'm willing to pay A\$0.35 per user who clicks on my advert, so if my advert's displayed and no-one clicks on it, I don't pay a single thing, but if they do and when they do, I pay A\$0.35 to Google to say thank-you. Now I'm going to **Save** this and continue to **Billing**.

## Billing Details

**[Starts at 00:11:29]**

What we're going to do here is put in billing details. I **always** suggest going **Postpay Billing** - that way you get the clicks before you have to pay. Otherwise you have to transfer money into the account and have a set fee. Then click **Continue**.

I'm going to select **Yes** to **the Terms and Conditions** that Google have. Click **Continue**. And then I'm going to put in my billing information here.

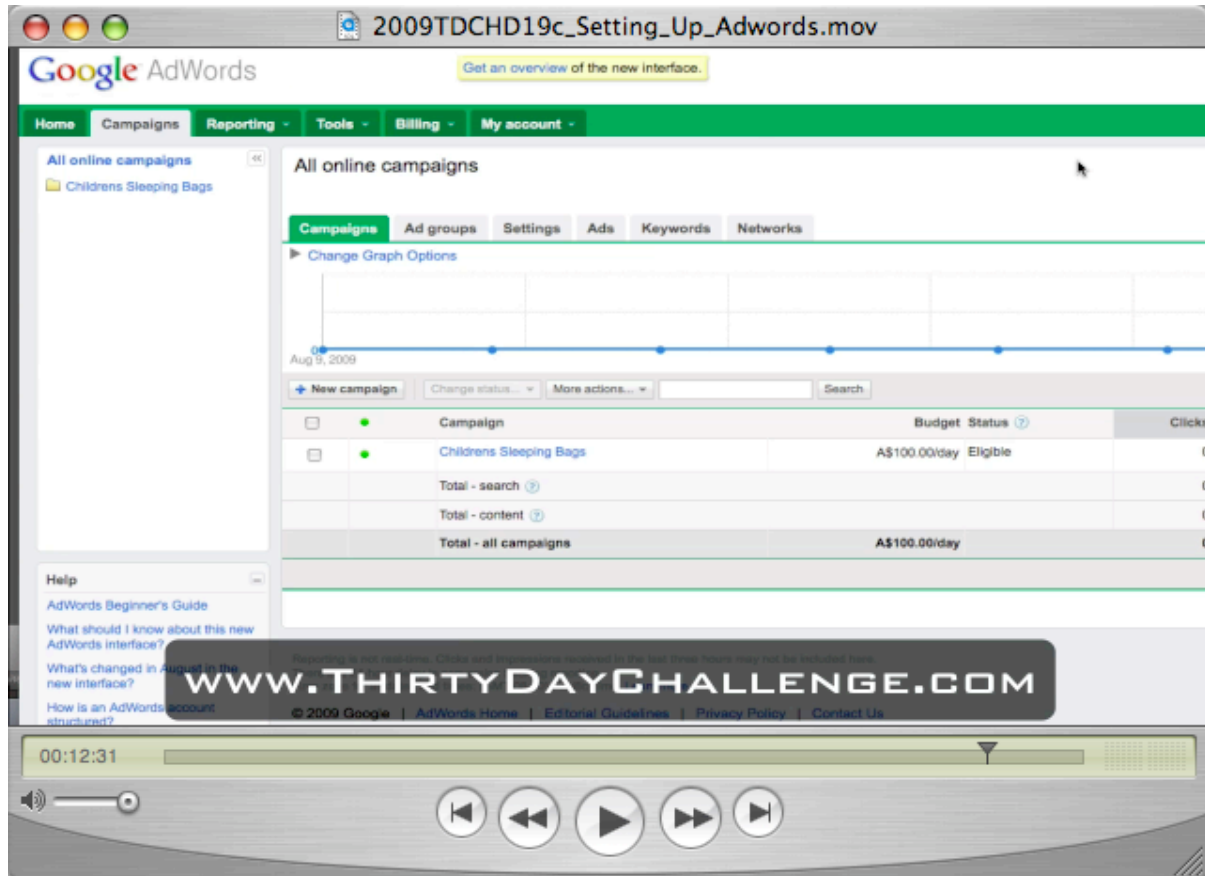
I'm going to skip over this step - I'm going to fill it out and click Continue now, but I won't show you me putting in the details otherwise you'll all get my information! So when you get to this step, fill out the details as best you can, hit **Save and Activate** and I will see you on the other side!



## Wrap Up

[Starts at 00:12:31]

Alright, so I filled in my billing information and then I simply hit the Campaigns button in the menu and it's brought me back to this page.



Going through all those processes and all those steps and putting in your billing information has activated your Adwords account. So here's the campaign we've got: childrens sleeping bags. I can go to the **Keywords** tab and it will show me the main keywords I'm currently bidding for. My maximum cost per click is A\$0.35. I can click on the **Ads** tab and it displays the advert that I'm showing here, which has been approved by Google - they just do a quick server based approval to ensure there's nothing weird going on, that it meets the basic relevance rules for the Quality Score and you're off and running.

So feel free to have a bit of a play around inside Adwords: Definitely **check out their Help section**; read some of their basic tutorials here, **but don't go too crazy**. We want to give it a day or so of traffic so then we can do some more refining of the campaign, which will be in the next couple of days.

**If you've got any questions, as always Caro and the team and myself will be on the forums answering all your questions and please rate the videos [on YouTube], give us some feedback and suggestions and actively participate in the forums.**



I'll talk to you again soon and continue on this Thirty Day Challenge journey together. Cheers guys!

## Summary:

### Setting Up Adwords

- Visit <http://adwords.google.com>
- Click Sign Up Now
- If you already have a Google Account Use that to sign in
  - o Otherwise, fill out your details
- Fill out the general account info

### Create Your First Campaign

- Click Create Your First Campaign
- Fill out details
  - o Name = Keywords
  - o Territory
  - o Language
  - o Devices
  - o Bidding = manual
  - o Budget = \$100

### Creating Your Advert

- Headline
  - o {Keyword:Your Keywords Here}
    - e.g. {Keyword:Childrens Sleeping Bags}
- Description
  - o Use your **Keywords**
- Display URL
  - o Type only the domain name
  - o Capitalise for clarity
  - o E.g. **Childrens-SleepingBags.com**
- Destination URL
  - o Your Blog Home Page (for now)
- Keywords
  - o Broad
    - e.g. childrens sleeping bgs
  - o Phrase
    - E.g. "childrens sleeping bags"
  - o Exact
    - E.g. [childrens sleeping bags]
- Maximum cost per click
  - o Try \$0.35
- Billing
  - o **Postpay** Billing

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## Links:

Google Adwords - <http://adwords.google.com/>

Click here to create your Google Adwords account.

**(Please note: If you live in the U.S or Canada and have a HostGator voucher, please see the 'Handy Tip' above to create your Google Adwords account.)**