



Thirty Day Challenge 2009 – Training – Day 21

2009TDC21a: Introduction

Running Time: 1min



Intro

[Ed plays the piano] I really do want to open a Piano bar when I grow up.

Today we're doing more **Pay-Per-Click**, and we're talking to you about a really important method, colourfully called **Peel-and-Stick**.

So, make sure you pay attention today, because the process of "peeling and sticking" will not only **save you a lot of money**, but it will – over time - **reduce the cost-per-click** when it's done properly.

Check out the lessons, and I'll see you tomorrow.

30 Day Challenge

there is no charge for awesomeness



Summary:

After the completion of today's lessons, you will have a **greater understanding of how Google's quality score works** and **how to run to your ad campaign** to try and **meet what Google is looking for**.

You will also know how to **manage your ad campaign, revise it for better performance**, and how to **use the peel and stick method**.

Today's Tip:

Remember that right now you are still in the **testing phase** to see what your chosen **niche's commercial viability** is. You are looking to **get 200 visitors** in order to make an **informed judgement**.

Links:

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

Click here to create your Google Adwords account.