

PPC Secrets Exposed

- Cheat Sheets -

Where are we in the process

$\text{Leads} \times \text{Conversion} = \textit{Customers}$
$\text{Customers} \times \text{Average Dollar Per Sale} \times \text{Frequency of Purchase} = \textit{Sales}$
$\text{Sales} \times \text{Margin} = \textit{Profit}$

Key Strategies

Understand How PPC Works	
Set a Daily Budget	
Abandon Campaigns	
Split Search from Content	
Track Down to the Keyword	
Keep the Flow	
Bid on the Competition	
Single Keyword per Ad	
Use Negative Keywords	
Optimize for Content	

Memory Joggers

<i>Account Information</i>	<i>Notes</i>
Campaign	25 per account
Ad Group	100 per campaign
<i>Ads</i>	
Headline	Max 25 characters
Description Line 1	Max 35 characters
Description Line 2	Max 35 characters
Display URL	Max 35 characters
Destination URL	Max 1024 characters
<i>Keyword Matching Options</i>	
Broad	Message Chair
Phrase	“Message Chair”
Exact	[Message Chair]
Negative	-furry
Embedded	-[Black Magic]

Notes

To Do Check List

<i>Campaign Settings</i>	
Language	
Location	
Daily Budget	
Keyword CPC	
<i>Ad Groups</i>	
Keyword Research	
Small Targeted Keyword Groups	
Write Ads	
Split Test	
<i>Landing Page</i>	
Choose single goal	
Sitemap, TOS, Privacy, Contact, Blog	
<i>Management Tools</i>	
Adwords Editor	
SpeedPPC	
Google Analytics	
Xtreme Conversions	
Google Conversion Tracking	
Google Website Optimizer	
Google Traffic Estimator	
<i>Bidding strategies</i>	
Google Search	
Search Network Targeting	
Content Network Targeting	
Demographics	
Ad Optimization	
Ad Scheduling	
Placement Targeting	
Site Targeting	
<i>Other PPC Advertisers</i>	
Yahoo	
MSN	
Others	