

Inside Tips to Get You Started:

5 key ingredients for AdWords Success



Ingredients

1. Structure your AdWords account
2. Choose the right keywords
3. Write attention-grabbing ads
4. Select the right landing pages
5. Track who became your customers

1. Structure Your AdWords Account

- + Separate keyword lists into categories or themes
- + Create relevant ads that tie directly into keywords

Potted Plants



Flower Bouquets



2. Choose the Right Keywords

- + Target keywords people will search for to find your business
- + Choose keywords 2-3 words long
- + Use keyword planner to find new ideas

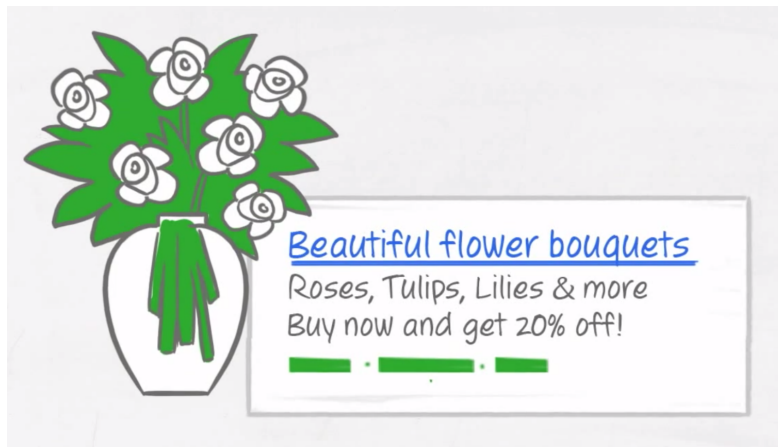
Flower Bouquets



3. Write Attention Grabbing Headlines

- + Line 1: Enticing headline
- + Line 2: Value proposition
- + Line 3: Call to action

Flower Bouquets



4. Select the Right Landing Pages

- + Good landing page addresses what your potential customer was looking for
- + Take customers to the content featured in the ad



5. Track Your Customers

- + View account performance
- + Determine your goals and measure your success

