



## Beginner Google Adwords Tips for Affiliates

Google Adwords is one of the most cost-effective ways to drive targeted traffic to a particular offer. There is a learning curve involved and some cash outlay, but a fine-tuned Adwords campaign should steadily turn out profits.

**NOTE:** When in doubt, always consult the [Google Adwords support documentation](#).

### How it Works:

For a \$5 activation fee, you can to set up an [Adwords account](#) that allows you to purchase advertising that appears alongside the organic/free search engine listings. For example, you can bid on a phrase like “lose weight” and your ad can appear on the right side of the page as seen below:

A screenshot of a Google search results page for the query "lose weight". The search bar at the top contains "lose weight" and the search button is visible. Below the search bar, the results are categorized into "Web" and "Sponsored Links". The "Web" section shows three organic search results: "How To Lose Weight - Weight Loss Basics", "How to Lose Weight Fast - wikiHow", and "Weight loss - Wikipedia, the free encyclopedia". The "Sponsored Links" section on the right shows three ads: "Jenny Craig Official Site", "Who Wants To Lose Weight?", and "Best Way to Lose Weight?". A red arrow points to the "Jenny Craig Official Site" ad.

Of course, phrases like “lose weight” are very competitive, but you can target virtually any phrase that will help you reach your desired target market. And in the case of setting up ads to promote MomPLREBooks you’ll be looking for keyword phrases reaching those whose target market are moms.

When a visitor clicks on your ad, you pay for the click and that clicker is taken to the URL you designated with the advertisement. You only pay (an amount you set and agree to) for clicks on your ad. Nothing else.

## **Some Tips to Get You Started:**

As an affiliate, you can send your clicks directly to our [www.MomPLREBooks.com](http://www.MomPLREBooks.com) website. The only restriction is that Google only allows one ad per landing page per keyword phrase. From the Adwords policies:

**Affiliate Policy:** Affiliates get paid a commission to promote a merchant's website and drive traffic or create sales on that site. We allow affiliates to use AdWords advertising. Please note that we will only allow one ad for affiliates and parent companies sharing the same display URL per search query.

Even if another affiliate is advertising on that keyword phrase, that doesn't mean all is lost. In fact, it's time to get creative. You can create special landing pages (a landing page is simply the web page address you use in your ad) that target specific keyword phrases and then send the traffic to the sales page. For example, if you're targeting "how to write ebooks that moms want" you might have a page that includes tips for "how to write ebooks that moms want" and illustrates MomPLREBooks as the perfect solution to the problem.

You can also offer free reports, in return for a mailing address. Then you can build your mailing list and promote the product as well.

### ***Here are some more specific tips:***

- 1. Be as targeted as possible.** Target phrases directly related to the landing page. For example, if you are targeting "how to write ebooks" don't send the traffic directly to the main sales page for MomPLREBooks as it doesn't address the issue of learning how to write ebooks. Instead, create your own landing page that deals with the issue and shows how our product is the ultimate solution - they won't have to learn to write.
- 2. Do your keyword research.** [Google has a keyword tool here](#) and you can also use the powerful tool at [WordTracker.com](http://WordTracker.com).
- 3. Use the keywords in your ad and landing page.** You'll likely get better results from your ad if the keyword phrase you're targeting is in your ad and then on the page the user clicks through to see.
- 4. Tweak your campaigns.** Improve your campaigns; use Google's tools to optimize your ads. This is a constant work in progress to improve your results.
- 5. Grow your campaigns.** A campaign can take some time to build and if you dig deeper and deeper with keywords, the possibilities are nearly endless. Set aside a little time each week to add keywords, landing pages, etc.