

How to Make Each Word Count in Adword Ads for Your Products and Services

With Adword ads, you get one keyword line and two content lines to provide support data about your products and services. The space-saving design of Adword ads endears them to website owners but poses a greater challenge for Internet marketers. As they are unable to go beyond the requisite number of lines provided by Adword ads, it is up to advertisers to ensure that each word they use counts. Tip #1 Keyword Choice: Choose your keywords carefully. It will serve as the main basis for Google in determining where to display your ads. Costs vary for keywords but as they are critical in making your ads work, whatever you pay is sure to lead to greater rewards. There are free keyword tools online you can use to determine which keywords your competition are using and how effective each keyword is. Tip #2 Benefits: Remember that you only have two lines to work with as you let readers know about the products and services you are offering. That is why you need to get straight to the point and emphasize the benefits of what you are offering. If you are catering to different target markets, you may need to create a separate ad for each target market since they are unlikely to be interested in the same benefits. Make sure you focus on the two greatest benefits of your products and services to have the most impact on your readers. Tip #3 Features: Benefits and features are often confused with each other but they are entirely different. Features make up a part of your products and services and benefits are what you enjoy from using those features. Your Adword ads may contain features only and only if they are unique and enjoy great demand from the market. Tip #4 Point of View: Your Adword ad should address the reader directly and personally. In invitations, do not you feel better and more comfortable with attending a certain event if the message says: you are invited rather than: everyone is invited? Readers have the same feelings when it comes to ads so make sure your Adword ads do not sound impersonal or detached! Tip #5 No More Introductions: Remember that each word counts and should do so in Adword ads. Thus, you cannot afford to waste even one word on introductions. You need to go straight to the point! Greetings are unwanted and preparatory sentences are unneeded! Tip #6 Pricing: More often than not, people would love to take advantage of lower prices. But indicating your prices in Adword ads is a hit-or-miss thing. If you really want to include your prices in your Adword ads, be sure of your readers reactions first. Compare your rates with your competitors. Are they truly lower than what other companies are charging? If so, go right ahead and include those figures! But if your prices are steeper than others, its better for you to focus on the features and benefits of your products and services instead. Tip #7 Promotions: If your promotion offer could revolutionize the way people see your products and services then yes, go ahead and include them. But what does revolutionize mean, you might ask. Remember when podcasts were first introduced to the market? At the start, people were wary about them since they were something entirely new. To counterattack buyers wariness, companies made promo offers just to get people to download their products. They knew that it would take just one try for people to see what podcasts were all about and appreciate it. And they were right, were they not? Tip #8 Word Choice: Choose simple but powerful words but avoid using high-falluting terms such as the one I have just used. Instead of using big you can use immense but avoid using capacious or commodious. You need to use words that will let the reader understand your message the moment they read your ad. You need words that are simple but effective! You need words that will not let them ponder but rather, make them immediately consider if they should click your link or not. Tip #9 Grammar and Structure: Double or triple check for grammatical and punctuation errors. And lastly, keep your sentences short. Just because you have two lines to work on does not mean you should use one sentence per line!

About the Author

Rodney Powell is a serious part time Internet Marketer working hard to go full time. He spends countless hours learning and doing the steps required to be successful online. To see a brand new ready-made website you can plug right in to your campaigns go to <http://rrbiz.net/forcemoney>

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