

15 “Must-Obey” Rules To Lower Your AdWords Cost-Per-Click

1. Use a **keyword-stuffed domain** for high traffic keywords. Use Google’s keyword tool and
2. It’s OK to use a **name squeeze**. BUT you must have content that is relevant on the page.
3. **Don’t say, “FREE” if you require an optin.** Don’t trick the visitor. Google hates this and will slap you if they catch you doing it. They are very suspicious of the word, “Free.” I personally, do not use it all.
4. Every landing page needs to link to **Privacy Policy, Contact Us** (with address, phone and email), and **TOS** (Terms of Service). This basically means that every landing page you create will have at four pages: the landing page, privacy policy, contact us, TOS. Important: the contact us needs to have a physical address, a phone number and an email (or email form). Don’t just have an email form.
5. **No direct linking** to affiliate sale page.
6. Don’t direct link to your sales letter. It’s too broad. Set up a landing page that’s laser-specific to your ad and keywords. Then link to sales letter.
7. Do basic, old-school, (1990’s) SEO: relevant meta tags, headers, keyword density.
8. Name **non** relevant images with numbers (i.e., 123.jpg)
9. Name **relevant** images with real names like, “usedpiano.jpg”
10. Make sure your landing page is RELEVANT to your keywords for each specific ad group. Create multiple AdGroups if necessary. Don’t send someone looking for, “grass fertilizer” to a landing page about “gardening.” It’s too broad!
11. Don’t use stop-words like, free, guarantee, sale, money-back, etc. If you must use them, make them an image and name it something like, “a1243.jpg.” Note: make sure you don’t name you image a stop-word like, “guarantee.jpg”

12. Have links going *to* keyword-rich, internal pages. Try to have some inbound links to your landing page (internal or external). Even outbound link to other relevant sites. This is natural. Try to think “natural” and organic. Do things the way the web “normally” works. Don’t try to trick Google because eventually they will catch you (and then slaughter you).
13. **Don’t send visitors to home page!** Send them to landing pages that are laser-beam targeted and relevant for that ad group. Example, don’t send someone to who just search for “roofing shingles” to homeimprovementsite.com. Send them to homeimprovementsite.com/roofing/shingles.htm.
14. Make sure Google has propagated your site BEFORE you start to run ads. Google, site:yoursite.com
15. Google seems to like flash video. Test it on your landing page. Even create a YouTube video and put it on your landing page.

Oh yeah... all of these tips I've either tested myself (by spending my own money!), or I've learned from other top marketers. It ain't just my "opinion." It's fact.

Cheers,

Dan Denley

P.S. Here’s a video version of this report that give you a more detailed explanation of each of these steps...

http://www.provenmarketingmethods.com/video/adwords_rules/

