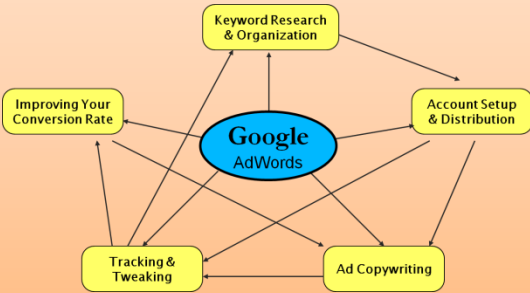


# Squeezing Profits out of AdWords

## The *Essential* 5 Step AdWords Setup & Optimization Process

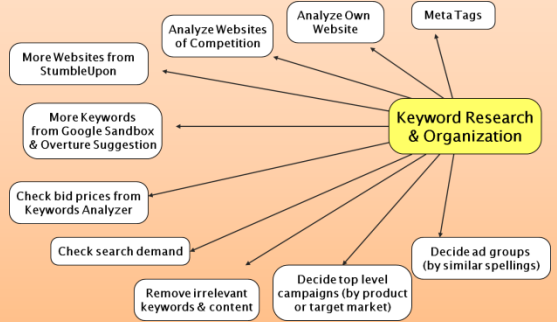
### The 5 Steps of an AdWords Campaign

Broken down in these five simple steps: everything from setup & optimization. Steps 1, 2 and 3 are about campaign setup. Steps 4 & 5 are ongoing optimization steps.



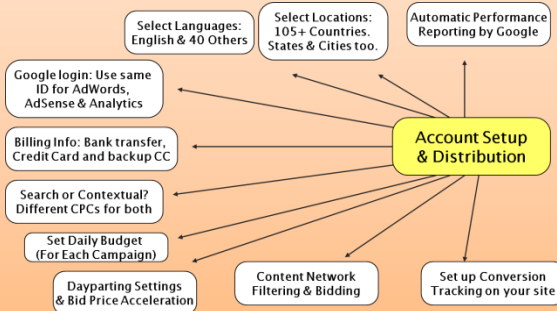
### Step 1 – Market & Keyword Research

All marketing campaigns begin with the right market. In Google, each keyword and each content property is a different market. Find the most suitable ones.



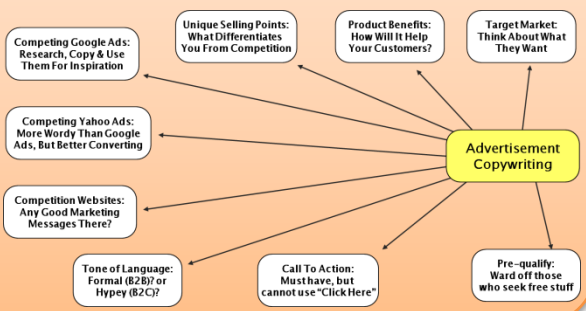
### Step 2 – Distribution & Admin Setup

After finding the right market, the next marketing step is defining which segments to market to. We pick the geographies, languages & times that make most sense.



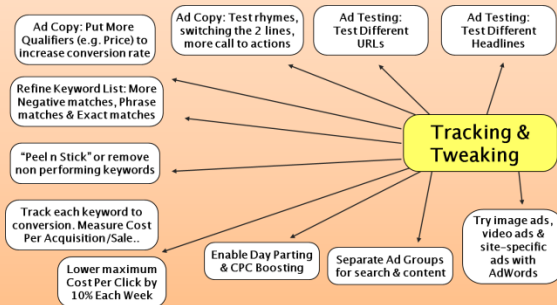
### Step 3 – Ad Copywriting for Killer CTRs

Once the keywords & campaigns are set up – the hard part is finding a message that resonates well. Test many ads and actual users will tell you which ones they like.



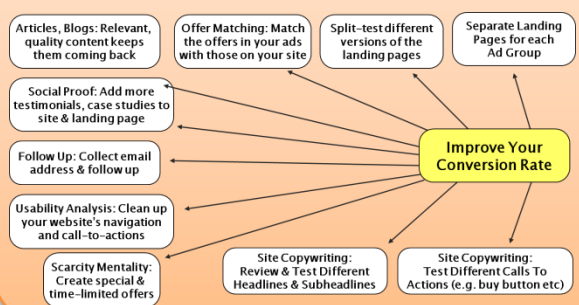
### Step 4 – Tracking & Tweaking Campaigns

This is an ongoing process of improving ad copy, keywords, properties & budget bidding that makes the difference between regular campaigns & profitable ones.



### Step 5 – The Website's Conversion Rate

The second half of the optimization process – the quality of your site & landing page determines your profits. Each improvement there is almost like getting free traffic.



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