

# Rachit Dayal's Maximum AdWords Profits "Cheat Sheet"

How to master Google AdWords to Double your Sales, Email Opt-ins and B2B Leads

## I - Know Your E-commerce Terminologies

**Conversion:** A trackable visitor action that makes you \$\$\$\$. Usually a sale or an email opt-in.

**Cost Per Click (CPC):** How much you will pay for each visitor that clicks an ad to your website. (in \$s)

**Conversion Rate:** Number of conversions for every 100 visitors (expressed as a %).

**Click Through Rate (CTR):** Number of ad clicks for every 100 view/impressions of the ad. (in %)

## II - Why Use Google AdWords?

- ✓ Highly targeted. Only shows with relevant searches/content.
- ✓ Vast audience. 100 million viewers per day, 105 countries.
- ✓ Cost Per Click. Only pay if someone clicks to your website.
- ✓ Fast. You can put up ads and start getting visitors in 15 mins.
- ✓ Trackable. Shows which keywords can make sales.
- ✓ Smart. If you know the system, you can kill the competitors.

## III - How to set up your Google Ads?

1. Lots of Relevant Keywords. Use Wordtracker & Overture Keyword Suggestion Tool.
2. Organize keywords into groups. Each ad group should contain very few and very similar keywords.
3. "Teasing" headline & URL. Use keyword in both. Custom landing pages for each ad.
4. "Punchy" two lines of ad text. Solve some "problem". Stress benefits. Make the 2 lines rhyme.
5. Decide CPC & Daily Budget. Keep low CPC (compete with high CTRs) & High daily budget.
6. Decide ad distribution. Singapore vs US/EU vs World. Search better than content.

## IV - Advanced AdWords Strategies to Review Every Day

1. Match landing page message to ad message.
2. Only similar keywords in each ad group.
3. Keywords in headline, URL and ad text.
4. Constantly split-test two ads.
5. More keywords (Hundreds best).
6. Track keywords to conversions.
7. Win by high CTR, not CPC
8. Generously use negative match.
9. Have patience. Mastery takes time.

## BONUS: The Only Two Ways to Boost Your Sales from Online Marketing

### 1. Boost Targeted Traffic

Google AdWords, Overture/Yahoo Search Marketing, Search Engine Optimization, Recruit Affiliates, Joint Ventures, Promote URL in offline ads, Business card/Email signatures, Ads in e-zines, More relevant keywords, Match message to prospect's problems, More "teasing" ad copy, Tracking current traffic, Constantly split-testing each ad & medium.

### 2. Boost Conversion Rate of your Website

Special landing page for each ad, Collect opt-in email to sell later, Relevant high-quality content, Testimonials & third-party reviews, Special & Time-limited offers, Upselling & Cross-selling, Idiot-proof usability, Clear call-to-action, Contests, Free reports, Simple & safe shopping cart, Constantly split-testing each landing page change.

# Boost Your Sales With Expert Marketing Services by Rachit Dayal Communications

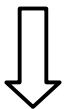
## Better Web Traffic With Google AdWords & PPC Marketing

Google AdWords, Yahoo Search Marketing (Overture) and Other Pay-Per-Click Engines (PPC) can transform the quality of your sales and leads. But, the entire system is complicated, competitive and so frustrating that most advertisers give up too early.

Search Advertising Articles and White Papers by Mr Dayal are available at [www.RachitDayal.com/PPC/](http://www.RachitDayal.com/PPC/) for Internet Marketers and marketers who want to learn more about search marketing and become experts in this field.

PPC/Search Advertising Setup & Management includes everything your business needs for making predictable profits from Google AdWords, including: goals-setting, keyword research, account creation, campaign organization, ad testing, landing page & conversion consulting.

PPC Tactical Review is a dense 60 minute session conducted with you and your marketing staff to cover Search Engine basics, Adwords/Overture fundamentals, PPC Feasibility, Competition Analysis, Website analysis, Google ad copy critiques, CPC/CTR improvement advice, all customized to your business.



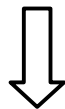
## More Sales With Persuasive Sales Copywriting & Conversion Analysis

Great Copywriting Sells. A single piece of persuasive copy can bring in consistent sales for years. But only a few copywriters would test, tweak & improve their work until we've squeezed out every cent of value from that marketing material.

Sales Copywriting Articles handpicked by Mr Dayal can be accessed at [www.RachitDayal.com/Copywriting/](http://www.RachitDayal.com/Copywriting/). These can help any writer reach the level of copywriting success Mr Dayal has had with over \$2 million of sales under his belt.

Persuasive Copywriting Services by Rachit Dayal can dramatically boost conversion rates by creating better sales letters (online & offline), brochures, website sales content, white papers, special reports, email follow up sequences, email newsletters and home page redesigns.

Copywriting Critique is the fastest way to take your existing websites, sales letters, brochures or email sequences to the next level of sales-friendliness. Each critique session analyzes the different aspects of your one marketing piece – call-to-action, use of patterns, headline analysis, sub-head flow, aesthetics and usability.



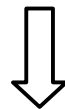
## Higher Website Conversion Rates With Content & More Traffic

An Effective Website is a necessary part of every great marketing campaign. And they do much more than sell. Great B2C websites sell benefits, excite prospects & ask for the sale. Great B2B websites establish expertise, educate prospects, generate leads & follow up.

Website Profitability Articles and White Papers by Mr Dayal can be downloaded at [www.RachitDayal.com/Websites/](http://www.RachitDayal.com/Websites/) and dispense only the most critical knowledge required to make your B2B or B2C website more profitable and bring in consistent sales.

Website Creation, Traffic Generation Services & Consultations from Mr Dayal will bring you his expertise in Web Design, Sales Psychology, Search Marketing, Internet Traffic and Sales/Education Content Creation and provide the guidance for your business's website.

"Website Report Card" Tactical Review is a customized consultation session that lasts 60 minutes and lets you (and any important staff) get a big picture review of how well your website and Internet marketing campaigns are performing. We'll wrap up this session with the most important part – an easy to follow action plan to start getting quick results.



## What To Do Next

Each tactical review session (Pay Per Click / Copywriting Critique / Website Analysis) usually costs S\$597, lasts 60 minutes and is usually conducted in a face-to-face meeting. If you mention the coupon code "AdWords-Sheet", you can avail any tactical review for only S\$298. The cost of that session will be deducted from any future project work.

Please be assured that this consultation will not be a thinly disguised sales presentation; it will consist of the best intelligence Mr Dayal can supply in a sixty minute time span. Mr Dayal has \$60,000 of PPC Management and \$2 million of Internet Sales under his belt and is considered one of Singapore's leading experts on Internet Marketing Strategy & Techniques.

**To schedule a consultation, email [Questions@RachitDayal.com](mailto:Questions@RachitDayal.com) (coupon "AdWords-Sheet") and we will advise you regarding available time slots.**



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