

## Getting Started with Google Adwords - *Understanding Adwords*

### **Ready To Start Advertising Online?**

We have years of experience selling and advertising online via Google Ads. Our experience comes from promoting our own start-ups like SwankMartini.com, TonyPackos.com and GiantStuffedAnimals.com, Toledo.com and Sandusky.com. We currently manage many other campaigns for our clients.

#### **Summary of Questions We Will Answer:**

- What is the Google Adword program?
- How does Toledo.com get your program started?
- How can you target specific demographics that need your information?
- How does Toledo.com charge and how does Google charge for Adwords?
- What changes need to be made over the longer term to the account?
- How much does it cost to get started?

### **How to get the most out of your ad budget.**

With Google AdWords, you'll be able to reach your customers at the precise moment they're looking for your products or services. When users search on Google, they're demonstrating which products they're interested in. With AdWords ads, your customers will see your ad next to relevant search results they've requested. In addition, your ads could also appear on relevant search and content sites within the Google Network. With Google's precise targeting and our ability to control how much you're willing to pay per click, the end result is a higher return on investment (ROI) for your advertising budget.

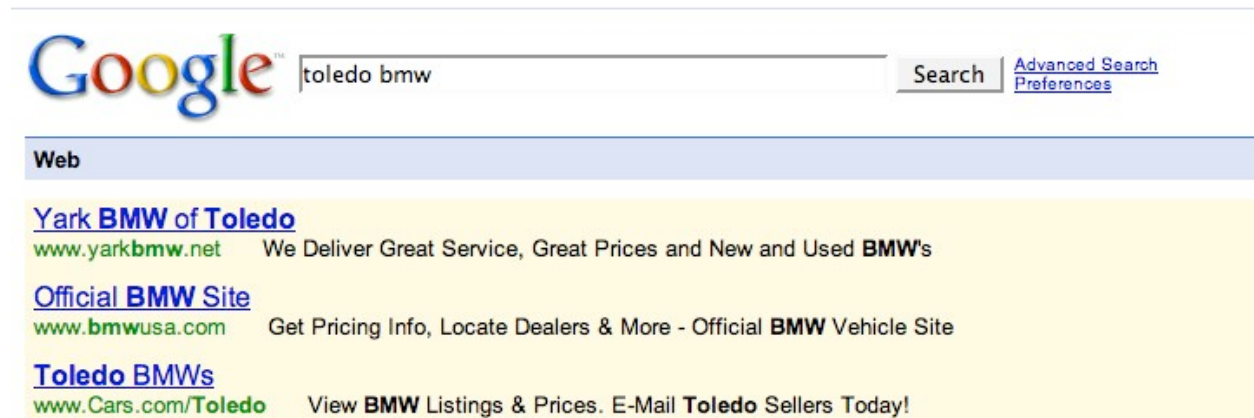
### **Offline Advertising is dying.**

On a daily basis we hear from our clients that traditional advertising (newspaper, radio, TV) is dead and has been bringing less return for their investment for years. These clients are switching now to Google for a measurable advertising method. If Google does not work for your company you will know and can cut it from your budget, unlike your other advertising mediums that are not nearly as trackable.

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### Create the ad.

It all starts with your ad. We will write an ad that tells the audience what you have. We will highlight the benefits of your product or service – and why the searcher should be getting it from you. AdWords text ads can be live on Google in minutes.

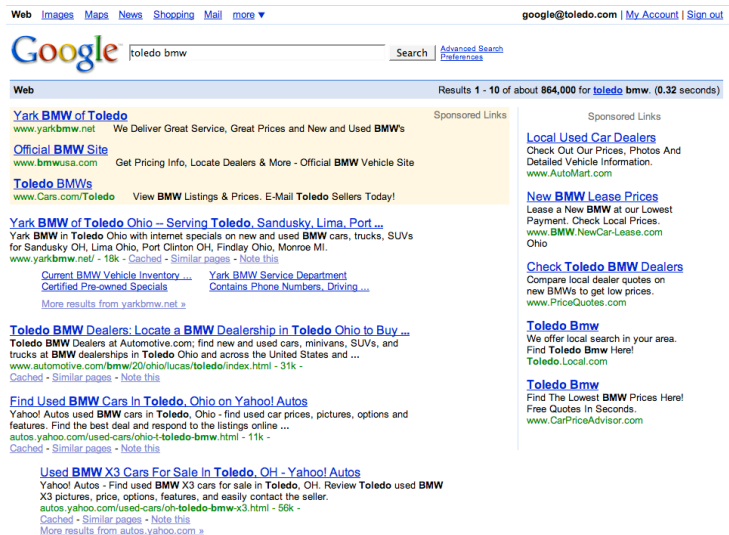


### Show it to people who want what you have.

With Google AdWords, you only reach people interested in your products and services. That's because your ad only gets displayed to people seeking information related to the keywords chosen. So instead of looking for an audience, you've got an audience that's looking for you.

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This is a search for "Toledo BMW" on Google. The only time Yark BMW's ads are shown is when someone searches for "Toledo BMW".

The screenshot shows a Google search for "toledo bmw". The search bar at the top contains "toledo bmw" and the search button is visible. Below the search bar, there are several search results. The first result is a sponsored link for "Yark BMW of Toledo" with the URL "www.yarkbmw.net" and the text "We Deliver Great Service, Great Prices and New and Used BMW's". Other results include "Official BMW Site", "Toledo BMWs", and "Yark BMW of Toledo Ohio - Serving Toledo, Sandusky, Lima, Port...". The search results are displayed in a clean, organized layout with various colors and fonts.

### Show your ads to the masses.

Your ads can appear on Google.com search results as well as the Google Network of search and content sites, which includes sites like AOL, Amazon and The New York Times. The Google Network reaches more than 80% of Internet users worldwide. Whether you need to make contact with countless thousands or a select few, Google AdWords can reach them on a neighborhood, city, state, national or global level.

AdWords even allows you to create your own customized target area by designating a geographic radius or boundary. And, should you need to advertise internationally, AdWords lets you target your ads in about 40 different languages, throughout more than 190 countries.

Only pay Google when people click through to your site.

One reason AdWords ads have such incredible ROI (return on investment) is that your "I" is so little. You decide what you're willing to pay for each click on your ad, and you place a limit on what you'd like to spend each day (there's no minimum spending requirement). Your cost-per-click could be as low as 5¢. Here's the best part – you only pay Google when people click on your ad. That means you're investing in actual leads, not hit-or-miss ads.

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### With Google tracking reports you will see what's working.

Then do it again. Unlike other advertising, you can do more than just put your AdWords ads out there, cross your fingers, and hold your breath. Instead, with online tracking tools, you can keep a close watch on their effectiveness to determine which of your ads are generating the most clicks and which are converting to sales, leads, sign-ups, downloads or page views. And, your AdWords ads can be continually altered and refined to drive even better results.

**Google Reports** are very detailed so you know which keywords are performing and which are not. Over time we will cut away keywords that don't produce sales and only buy the ones that do.



Keyword	Status	Current Bid Max CPC	Hide Settings Sort by: Bid   URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.	Conversions
[martini glasses]	Active	\$1.50	Settings \$1.50 Max CPC <a href="#">http://swansmartini...ni_glasses</a> [ Edit ]	38,237	285,807	13.37%	\$0.52	\$19,731.40	1.7	1.02%	\$47.10	137
[martini glass]	Active	\$0.65	Settings \$0.65 Max CPC <a href="#">http://swansmartini...ni_glass</a> [ Edit ]	3,909	116,890	3.34%	\$0.33	\$1,291.44	3.0	0.34%	\$89.28	8
[martini shaker]	Paused	\$0.35	Settings \$0.35 Max CPC <a href="#">http://swansmartini...ni_shaker</a> [ Edit ]	1,069	118,236	0.90%	\$0.30	\$322.65	5.3	0.00%	\$0.00	0
[cocktail glasses]	Paused	\$0.05	Settings \$0.05 Max CPC <a href="#">http://swansmartini...l_glasses</a> [ Edit ]	407	6,164	6.60%	\$0.26	\$106.26	2.6	0.00%	\$0.00	0
[cocktail shaker]	Paused	\$0.35	Settings \$0.35 Max CPC <a href="#">http://swansmartini...all_shaker</a> [ Edit ]	245	18,460	1.32%	\$0.33	\$80.97	8.6	0.00%	\$0.00	0
[giant martini glasses]	Paused	\$0.30	Settings \$0.30 Max CPC <a href="#">http://swansmartini...ni_glasses</a> [ Edit ]	140	4,013	3.48%	\$0.23	\$32.63	5.4	0.00%	\$0.00	0
[mojito glasses]	Paused	\$0.56	Settings \$0.56 Max CPC <a href="#">http://swansmartini...to_glasses</a> [ Edit ]	110	3,556	3.09%	\$0.56	\$61.57	4.4	0.00%	\$0.00	0
[cocktail glass]	Paused	\$0.05	Settings \$0.05 Max CPC <a href="#">http://swansmartini...tail_glass</a> [ Edit ]	91	3,163	2.87%	\$0.29	\$26.41	3.2	0.00%	\$0.00	0

In addition to running on Google, your ads can run on the Google network – including AOL, Ask Jeeves, Amazon and The New York Times. You can even run image-based ads that Google matches to their website content.

### Start today and see why search advertising works.

A recent Piper Jaffray study found that search advertising is still the most cost-effective method of advertising (and it is a fraction of the cost of direct mail, email, online banners or yellow pages).

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### How much does a Google Adword Campaign cost?

Our Google Adword packages start at \$3450 for a complete campaign launch plus a recommended daily ad budget of \$10 minimum which gets paid directly to Google.

#### **Included in this package are the following Services:**

- Starting the Google Adword account with your organizations credit card for the monthly ad budget
- Creating a list of keywords and placing them in the Google Ad system
- Research other city/community/competitions keywords
- Create the online ads seen on Google for the campaign
- Set limits on geographical targets (only USA residents)
- Set the search networks that can see the ads.
- Managing the bids to create the best value for each click.
- Setting a daily spending budget for Ottawa Hills via Google
- Creating a report for you at the end of each month to report traffic