



GOOGLE ADWORDS ADVICE – CONSISTENCY IS THE KEY

Here's something you might not have considered. It's easy to focus on the effects of PPC copywriting and the clickthrough rate it achieves, as if it's the be-all and end-all of the campaign. But clicking a PPC ad is just step one: the ultimate goal is to get visitors to take action once they reach your site!

Consistency is key to successful PPC campaigns. Including the same key phrases you target in the PPC copywriting throughout the rest of the steps in the conversion process can make or break your end results. This shouldn't really be any surprise, however. After all, marketers have known for years that consistency is the key to profitable campaigns.

For instance, let's imagine a promotion for mouthwash (Fresh Breath) that included direct mail, magazine, television and newspaper. A campaign might start with television ads showing smiling people swishing Fresh Breath after brushing their teeth. A slogan or tag line is used to associate a core message with the product, and the voiceover might also say something like, "Look for money-saving coupons in this Sunday's newspaper." Great! We've got their attention and offered something (coupons) to attract interest.

The newspaper coupon insert features a full-colour layout with the same smiling face, the tag line and £1.00 off the customer's next purchase. You might target people who don't get the newspaper in magazine ads that feature a duplicate message, and send out samples and coupons via direct mail. Everywhere the customer looks s/he sees the same consistent core message about Fresh Breath.

The same should be true with your PPC campaigns. All a PPC ad consists of is very short copy. Developing your PPC copywriting is a vital first step. Blow this part and the rest won't even get a chance to prosper because the visitor will never make it past Yahoo's or Google's search results page.

Think about your core message. Develop headlines that attract visitors and inspire curiosity so they'll want to click for more information. Don't try to close the sale with your PPC ads; that's not their purpose. When you write PPC ads, include the key phrase in the headline if possible. If not, incorporate it into the body copy. Remember the tag line or slogan used in offline marketing? The key phrase you choose for this ad will act as your tag line and will follow your copywriting efforts throughout the entire conversion process.

The sole purpose of PPC ads is to drive visitors to your site, where they can collect enough information to take action - whether that means buying, subscribing, joining or whatever. It's crucial that when they land on your site they find consistent tag lines and key phrases right through the process.

THE AUTHOR

Jayne Reddyhoff is The Adword Adviser and specialises in helping businesses get their websites onto the first page of the Google search results and, more importantly, convert site visitors into paying customers. She provides plain English, jargon free advice and manages Google AdWord campaigns for businesses that want to keep control of the costs and still get excellent results.

Jayne@AdwordAdviser.com

08450 55 1984

www.AdwordAdviser.com



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