**How You Make Money with AdWords**



Google Ad Words is a type of paid advertising that companies engage in to increase traffic to the site, sell goods or services, or advertise an event. Having a successful ad word campaign is one of the cornerstones to an internet marketing campaign, and is one of the critical differences between a good campaign and a great internet marketing campaign.

**AdWords and Internet Marketing**

The success of an AdWords internet marketing campaign has to do with what is called a Quality Score. This is how Google evaluates the value of your ad. This is based on the types of keywords, your website landing page that it is linked to, the relevancy to the search terms, and the likelihood of someone clicking on the ad in general. Sounds very arbitrary, doesn’t it? Here’s the process in a nutshell:

**Step One: How AdWords Work**

You (or better still..your internet marketing company) creates an amazing ad (there are specific formats to follow for this).

**Step Two: How AdWords Work**

Customers perform a search online and an AdWords auction occurs. Anyone on the web that has an ad that also has the search terms in them will show up.

**Step Three: How AdWords Work**

These ads are presented to the customer based on their relevancy and their quality. These things combine to produce a bid. The strategy is to pay the lowest dollar amount needed to outrank the competitor just below you (called a discounter). Your personalized Global Ads Solution representative can guide you through this process (it is rather intricate).

**The Keys to the AdWord Kingdom**

In the end, the key aspect to doing well with AdWords is to have a Quality Score that is the highest it can be. Then you are not only paying the lowest dollar amount needed for a very high position, but you are dominating the category, which forces your competitors to pay MORE in order to beat your ranking. If this is done well, then eventually there is no competition.

**AdWords Expects You To Know Your Customers**

Knowing your customers and what they like to know, see, purchase, or engage in is also critical to AdWord success. Creating a successful list of ad groups based on keyword relevance and predicted search volume can lead to amazing results. If your budget is tight, then don’t aim for the high dollar words in your industry, but start in the middle of the pack, or utilize the high dollar word within a key phrase. The folks from Google explain this very well: <https://youtu.be/qwuUe5kq_O8>

**It’s All About the AdWord Funnel**

You may or may not be familiar with a ‘sales tunnel’, but you’ve most certainly used one if you’ve ever purchased something online. This sales funnel presents better and better content and incentives for you, the customer, to go deeper into the website, until you take the steps necessary to complete a sale (or take some sort of action). AdWords work in much the same way and on the back end, you will need to have a website designed to work in conjunction, seamlessly, with the AdWord campaign.

Talk to us about your next campaign. We’re here to help!

**Free Consultation**